

**SAARF PRODUCT
SECTION
BRANDED
JAN – DEC 15
(AMPS DEC 15)**

Prepared for: South African Audience Research Foundation (SAARF)

Prepared by: Nielsen

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PERSONAL PRODUCT USAGE

Description	Qno.	Time Period	Ever	Light	Medium	Heavy	Omission Code
Instant Coffee (cups)	1.1a	Drank yesterday	Ever (1:99) 20340'1'	Light (1) 20340'2'	Medium (2) 20340'3'	Heavy (3+) 20340'4'	20310'8'
Ground/Bean Coffee (cups)	1.2a	Drank yesterday	Ever (1:99) 20440'1'	Light (1) 20440'2'	Medium (2) 20440'3'	Heavy (3+) 20440'4'	20410'8'
Tea (not Rooibos) (cups)	2.1a	Drank yesterday	Ever (1:99) 20540'1'	Light (1) 20540'2'	Medium (2) 20540'3'	Heavy (3+) 20540'4'	20510'8'
Rooibos Tea (cups)	2.2a	Drank yesterday	Ever (1:99) 20640'1'	Light (1) 20640'2'	Medium (2) 20640'3'	Heavy (3+) 20640'4'	20610'8'
Hand-held Ice Cream	3.1a	Eaten past 7 days	Ever (1:99) 20740'1'	Light (1) 20740'2'	Medium (2:3) 20740'3'	Heavy (4+) 20740'4'	20710'8'
Chocolate Coated Bars/Candy Coated Chocolate	3.2a	Eaten past 7 days	Ever (1:99) 20840'1'	Light (1) 20840'2'	Medium (2:3) 20840'3'	Heavy (4+) 20840'4'	20810'8'
Chocolate Slabs	3.3a	Eaten past 7 days	Ever (1:99) 20940'1'	Light (1) 20940'2'	Medium (2:3) 20940'3'	Heavy (4+) 20940'4'	20910'8'
Chewing Gum / Bubble Gum	3.4a	Eaten past 7 days	Ever (1:99) 21040'1'	Light (1) 21040'2'	Medium (2:3) 21040'3'	Heavy (4+) 21040'4'	21010'8'
Sweets	3.5a	Eaten past 7 days	Ever (1:99) 21140'1'	Light (1:2) 21140'2'	Medium (3:5) 21140'3'	Heavy (6+) 21140'4'	21110'8'
Yoghurt / Drinking Yoghurt	3.6a	Eaten past 7 days	Ever (1:99) 21240'1'	Light (1) 21240'2'	Medium (2:3) 21240'3'	Heavy (4+) 21240'4'	21210'8'
Potato Chips/Crisps or similar Savoury Snacks	3.7a	Eaten past 7 days	Ever (1:99) 21340'1'	Light (1) 21340'2'	Medium (2:3) 21340'3'	Heavy (4+) 21340'4'	21310'8'
Fresh Milk	4.1a	Used past 7 days	Ever (1:99) 21440'1'	Light (1:2) 21440'2'	Medium (3:6) 21440'3'	Heavy (7+) 21440'4'	21410'8'
Mayonnaise / Salad Cream	4.2a	Used past 7 days	Ever (1:99) 21540'1'	Light (1) 21540'2'	Medium (2:3) 21540'3'	Heavy (4+) 21540'4'	21510'8'
Bath Additives (Bath-Bubbles / Oil / Salts)	5.1a	Used past 7 days	Ever (1:99) 21640'1'	Light (1:2) 21640'2'	Medium (3:6) 21640'3'	Heavy (7+) 21640'4'	21610'8'
Liquid Body Washes / Shower Gels	5.2a	Used past 7 days	Ever (1:99) 21740'1'	Light (1:2) 21740'2'	Medium (3:6) 21740'3'	Heavy (7+) 21740'4'	21710'8'
Shaving Cream / Gel	5.3a	Used past 7 days	Ever (1:99) 21840'1'	Light (1) 21840'2'	Medium (2:3) 21840'3'	Heavy (4+) 21840'4'	21810'8'
Acne / Skin Blemish Preparations	5.4a	Used past 7 days	Ever (1:99) 21940'1'	Light (1) 21940'2'	Medium (2:3) 21940'3'	Heavy (4+) 21940'4'	21910'8'
Anti-Dandruff Shampoo / Conditioner / Treatment	6.1a	Used past 7 days	Ever (1:99) 22040'1'	Light (1) 22040'2'	Medium (2:3) 22040'3'	Heavy (4+) 22040'4'	22010'8'
Shampoo (excl. anti-dandruff)	6.2a	Used past 7 days	Ever (1:99) 22140'1'	Light (1) 22140'2'	Medium (2:3) 22140'3'	Heavy (4+) 22140'4'	22110'8'
Hair Conditioner (wash off/leave on)	6.3a	Used past 7 days	Ever (1:99) 22240'1'	Light (1) 22240'2'	Medium (2:3) 22240'3'	Heavy (4+) 22240'4'	22210'8'
Hair Styling Products	6.4a	Used past 7 days	Ever (1:99) 22340'1'	Light (1) 22340'2'	Medium (2:3) 22340'3'	Heavy (4+) 22340'4'	22310'8'
Hand & Body Cream / Lotion / Oil	7.1a	Used past 7 days	Ever (1:99) 22440'1'	Light (1:6) 22440'2'	Medium (7) 22440'3'	Heavy (8+) 22440'4'	22410'8'
Facial Products	7.2a	Used past 7 days	Ever (1:99) 22540'1'	Light (1:6) 22540'2'	Medium (7) 22540'3'	Heavy (8+) 22540'4'	22510'8'
Aerosol Deodorant / Anti-Perspirant	7.3a	Used past 7 days	Ever (1:99) 22640'1'	Light (1:6) 22640'2'	Medium (7) 22640'3'	Heavy (8+) 22640'4'	22610'8'
Non Aerosol Deodorant / Anti-Perspirant	7.4a	Used past 7 days	Ever (1:99) 22740'1'	Light (1:6) 22740'2'	Medium (7) 22740'3'	Heavy (8+) 22740'4'	22710'8'
Fruit Juice Concentrates	8.1a	Consumed past 7 days	Ever (1:99) 22840'1'	Light (1:2) 22840'2'	Medium (3:4) 22840'3'	Heavy (5+) 22840'4'	22810'8'
Fruit/Vegetable Juice (cartons/cans/glasses/bottles)	8.2a	Consumed past 7 days	Ever (1:99) 22940'1'	Light (1:2) 22940'2'	Medium (3:4) 22940'3'	Heavy (5+) 22940'4'	22910'8'
Diet Fizzy Drinks (cans/glasses/bottles)	8.3a	Consumed past 7 days	Ever (1:99) 23040'1'	Light (1) 23040'2'	Medium (2:3) 23040'3'	Heavy (4+) 23040'4'	23010'8'
Fizzy Drinks (not diet) (cans/glasses/bottles)	8.4a	Consumed past 7 days	Ever (1:99) 23140'1'	Light (1:2) 23140'2'	Medium (3:4) 23140'3'	Heavy (5+) 23140'4'	23110'8'
Sports Drinks (cartons/cans/glasses/bottles)	8.5a	Consumed past 7 days	Ever (1:99) 23240'1'	Light (1) 23240'2'	Medium (2:3) 23240'3'	Heavy (4+) 23240'4'	23210'8'
Energy / Stimulant Drinks (cans/glasses)	8.6a	Consumed past 7 days	Ever (1:99) 23340'1'	Light (1) 23340'2'	Medium (2) 23340'3'	Heavy (3+) 23340'4'	23310'8'
Flavoured Alcoholic Beverages (bottles/cans/glasses)	8.7a	Consumed past 7 days	Ever (1:99) 23440'1'	Light (1) 23440'2'	Medium (2:3) 23440'3'	Heavy (4+) 23440'4'	23410'8'
Liqueur (glasses)	8.8a	Consumed past 7 days	Ever (1:99) 23540'1'	Light (1) 23540'2'	Medium (2) 23540'3'	Heavy (3+) 23540'4'	23510'8'
Beer (excl. light beer/sorghum beer) (bottles/cans/glasses)	8.9a(i)	Consumed past 7 days	Ever (1:99) 23640'1'	Light (1:2) 23640'2'	Medium (3:5) 23640'3'	Heavy (6+) 23640'4'	23610'8'
Light / Lite Beer (bottles/cans/glasses)	8.9a(ii)	Consumed past 7 days	Ever (1:99) 23641'1'	Light (1:2) 23641'2'	Medium (3:5) 23641'3'	Heavy (6+) 23641'4'	23612'8'
TOTAL BEER (excl. sorghum beer) (bottles/cans/glasses)	8.9a	Consumed past 7 days	Ever (1:99) 23648'1'	Light (1:2) 23648'2'	Medium (3:5) 23648'3'	Heavy (6+) 23648'4'	23645'8'
Sorghum Beer (cartons)	8.10a	Consumed past 7 days	Ever (1:99) 23740'1'	Light (1) 23740'2'	Medium (2:3) 23740'3'	Heavy (4+) 23740'4'	23710'8'
Natural Table Wine in Bottles (glasses)	8.11a	Consumed past 7 days	Ever (1:99) 23840'1'	Light (1) 23840'2'	Medium (2:3) 23840'3'	Heavy (4+) 23840'4'	23810'8'
Natural Table Wine in Jugs / Boxes (glasses)	8.12a	Consumed past 7 days	Ever (1:99) 23940'1'	Light (1) 23940'2'	Medium (2:3) 23940'3'	Heavy (4+) 23940'4'	23910'8'
Fortified Wine (glasses)	8.13a	Consumed past 7 days	Ever (1:99) 24040'1'	Light (1) 24040'2'	Medium (2) 24040'3'	Heavy (3+) 24040'4'	24010'8'
Cane (tots)	8.14a(i)	Consumed past 7 days	Ever (1:99) 24140'1'	Light (1) 24140'2'	Medium (2:3) 24140'3'	Heavy (4+) 24140'4'	24110'8'

PERSONAL PRODUCT USAGE

Description	Qno.	Time Period	Ever	Light	Medium	Heavy	Omission Code
Gin (tots)	8.14a(ii)	Consumed past 7 days	Ever (1:99) 24141'1'	Light (1) 24141'2'	Medium (2) 24141'3'	Heavy (3+) 24141'4'	24112'8'
Vodka (tots)	8.14a(iii)	Consumed past 7 days	Ever (1:99) 24142'1'	Light (1) 24142'2'	Medium (2:3) 24142'3'	Heavy (4+) 24142'4'	24114'8'
TOTAL WHITE SPIRITS (tots)	8.14a	Consumed past 7 days	Ever (1:99) 24151'1'	Light (1) 24151'2'	Medium (2:3) 24151'3'	Heavy (4+) 24151'4'	24148'8'
Brandy (tots)	8.15a	Consumed past 7 days	Ever (1:99) 24240'1'	Light (1) 24240'2'	Medium (2:3) 24240'3'	Heavy (4+) 24240'4'	24210'8'
Whisky (tots)	8.16a	Consumed past 7 days	Ever (1:99) 24340'1'	Light (1) 24340'2'	Medium (2:3) 24340'3'	Heavy (4+) 24340'4'	24310'8'
Rum (tots)	8.17a	Consumed past 7 days	Ever (1:99) 24440'1'	Light (1) 24440'2'	Medium (2:3) 24440'3'	Heavy (4+) 24440'4'	24410'8'
Other Spirits (tots)	8.18a	Consumed past 7 days	Ever (1:99) 24540'1'	Light (1) 24540'2'	Medium (2:3) 24540'3'	Heavy (4+) 24540'4'	24510'8'
Convenience Pasta	9.1a	Used past 4 weeks	Ever (1:99) 24640'1'	Light (1) 24640'2'	Medium (2) 24640'3'	Heavy (3+) 24640'4'	24610'8'
Iced Tea	9.2a	Consumed past 4 weeks	Ever (1:99) 24740'1'	Light (1) 24740'2'	Medium (2) 24740'3'	Heavy (3+) 24740'4'	24710'8'
Sparkling Wine / Champagne (glasses)	9.3a	Consumed past 4 weeks	Ever (1:99) 24840'1'	Light (1) 24840'2'	Medium (2) 24840'3'	Heavy (3+) 24840'4'	24810'8'
Condensed / Evaporated Milk	9.4a	Used past 4 weeks	Ever (1:99) 24940'1'	Light (1) 24940'2'	Medium (2:3) 24940'3'	Heavy (4+) 24940'4'	24910'8'
Razor Blades / Disposable Razors	10.1a	Used past 4 weeks	Ever (1:99) 25040'1'	Light (1) 25040'2'	Medium (2:3) 25040'3'	Heavy (4+) 25040'4'	25010'8'
Indigestion Remedies / Antacids	10.2a	Taken past 4 weeks	Ever (1:99) 25140'1'	Light (1) 25140'2'	Medium (2) 25140'3'	Heavy (3+) 25140'4'	25110'8'
Throat / Sinus Remedies	10.3a	Taken past 4 weeks	Ever (1:99) 25240'1'	Light (1) 25240'2'	Medium (2) 25240'3'	Heavy (3+) 25240'4'	25210'8'
Cough / Cold / Flu Remedies (doses)	10.4a	Taken past 4 weeks	Ever (1:99) 25340'1'	Light (1) 25340'2'	Medium (2) 25340'3'	Heavy (3+) 25340'4'	25310'8'
Headache Tablets / Pills / Capsules / Powders	10.5a	Taken past 4 weeks	Ever (1:99) 25440'1'	Light (1:2) 25440'2'	Medium (3:5) 25440'3'	Heavy (6+) 25440'4'	25410'8'
Hair Colourants	11.1a	Used past 6 months	Ever (1:99) 25540'1'	Light (1) 25540'2'	Medium (2) 25540'3'	Heavy (3+) 25540'4'	25510'8'
Sugar - (Spoons)	23.1	Personally Used yesterday	Ever (1:99) 31640'1'	Light (1:2) 31640'2'	Medium (3:4) 31640'3'	Heavy (5+) 31640'4'	31610'8'
PRODUCTS - PERSONAL PURCHASE							
** If Household Incidence is to be established for the products listed below please use the Household weight (15+ : c9237-c9246)							
** If Purchase Incidence is to be established for the products listed below please use the H/H Purchaser weight (15+ : c9257-c9266) with a filter (c91471')							
Mineral / Spring Water (bottles)	12.1a	Bought past 7 days	Ever (1:99) 25640'1'	Light (1) 25640'2'	Medium (2) 25640'3'	Heavy (3+) 25640'4'	25610'8'
Chocolate Assortments (boxes)	18.1a	Bought past 4 weeks	Ever (1:99) 27840'1'	Light (1) 27840'2'	Medium (2) 27840'3'	Heavy (3+) 27840'4'	27810'8'
Batteries (individual)	20.6a	Bought past 4 weeks	Ever (1:99) 30740'1'	Light (1) 30740'2'	Medium (2) 30740'3'	Heavy (3+) 30740'4'	30710'8'
FEMALES ONLY:							
Cosmetics / Make-up (items)	21.1a	Bought past 4 weeks	Ever (1:99) 30940'1'	Light (1) 30940'2'	Medium (2) 30940'3'	Heavy (3+) 30940'4'	30910'8'
Pads (packets/boxes)	21.2a	Bought past 4 weeks	Ever (1:99) 31040'1'	Light (1) 31040'2'	Medium (2) 31040'3'	Heavy (3+) 31040'4'	31010'8'
Tampons (boxes)	21.3a	Bought past 4 weeks	Ever (1:99) 31140'1'	Light (1) 31140'2'	Medium (2) 31140'3'	Heavy (3+) 31140'4'	31110'8'

PURCHASED PRODUCTS

Should only be analyzed on respondents claiming to be Wholly or Partly Responsible for the day-to-day purchases of the household

Description	Qno.	Time Period	Ever	Light	Medium	Heavy	Omission Code
Milk Powder (boxes/tins)	12.2a	Bought past 7 days	Ever (1:99) 25740'1'	Light (1) 25740'2'	Medium (2) 25740'3'	Heavy (3+) 25740'4'	25710'8'
Bread (loaves)	12.3a	Bought past 7 days	Ever (1:99) 25840'1'	Light (1:2) 25840'2'	Medium (3:5) 25840'3'	Heavy (6+) 25840'4'	25810'8'
Wet Cat Food (tins/pouches)	13.1a	Bought past 7 days	Ever (1:99) 25940'1'	Light (1) 25940'2'	Medium (2:3) 25940'3'	Heavy (4+) 25940'4'	25910'8'
Dry Cat Food (packets)	13.2a	Bought past 7 days	Ever (1:99) 26040'1'	Light (1) 26040'2'	Medium (2) 26040'3'	Heavy (3+) 26040'4'	26010'8'
Wet Dog Food (tins/packets)	13.3a	Bought past 7 days	Ever (1:99) 26140'1'	Light (1) 26140'2'	Medium (2:3) 26140'3'	Heavy (4+) 26140'4'	26110'8'
Dry Dog Food (packets)	13.4a	Bought past 7 days	Ever (1:99) 26240'1'	Light (1) 26240'2'	Medium (2) 26240'3'	Heavy (3+) 26240'4'	26210'8'
Vitamins / Supplements (containers)	14.1a	Bought past 4 weeks	Ever (1:99) 26340'1'	Light (1) 26340'2'	Medium (2:3) 26340'3'	Heavy (4+) 26340'4'	26310'8'
Slimming Pills / Powder / Liquid (packets/boxes/tins/bottles)	14.2a	Bought past 4 weeks	Ever (1:99) 26440'1'	Light (1) 26440'2'	Medium (2) 26440'3'	Heavy (3+) 26440'4'	26410'8'
Baby Food (bottles/packets/boxes/sachets/tins)	15.1a	Bought past 4 weeks	Ever (1:99) 26540'1'	Light (1:2) 26540'2'	Medium (3:5) 26540'3'	Heavy (6+) 26540'4'	26510'8'
Infant Cereal / Baby Porridge (packets/ boxes/sachets)	15.2a	Bought past 4 weeks	Ever (1:99) 26640'1'	Light (1) 26640'2'	Medium (2:3) 26640'3'	Heavy (4+) 26640'4'	26610'8'
Infant Formulae (tins/packets/boxes/sachets)	15.3a	Bought past 4 weeks	Ever (1:99) 26740'1'	Light (1) 26740'2'	Medium (2) 26740'3'	Heavy (3+) 26740'4'	26710'8'
Disposable Nappies (packets/boxes)	15.4a	Bought past 4 weeks	Ever (1:99) 26840'1'	Light (1) 26840'2'	Medium (2) 26840'3'	Heavy (3+) 26840'4'	26810'8'
Lavatory / Toilet Bowl Cleaners - Bottles / Cans	16.1a	Bought past 4 weeks	Ever (1:99) 26940'1'	Light (1) 26940'2'	Medium (2) 26940'3'	Heavy (3+) 26940'4'	26910'8'
Lavatory / Toilet Bowl Cleaners - Blocks / Liquid refills	16.2a	Bought past 4 weeks	Ever (1:99) 27040'1'	Light (1) 27040'2'	Medium (2) 27040'3'	Heavy (3+) 27040'4'	27010'8'
Toilet Paper (rolls/packets)	16.3a	Bought past 4 weeks	Ever (1:99) 27140'1'	Light (1:2) 27140'2'	Medium (3:9) 27140'3'	Heavy (10+) 27140'4'	27110'8'
Liquid Household Cleaners (bottles/cans)	16.4a	Bought past 4 weeks	Ever (1:99) 27240'1'	Light (1) 27240'2'	Medium (2) 27240'3'	Heavy (3+) 27240'4'	27210'8'
Antiseptics (bottles)	16.5a	Bought past 4 weeks	Ever (1:99) 27340'1'	Light (1) 27340'2'	Medium (2) 27340'3'	Heavy (3+) 27340'4'	27310'8'
Air Freshener (cans)	16.6a	Bought past 4 weeks	Ever (1:99) 27440'1'	Light (1) 27440'2'	Medium (2) 27440'3'	Heavy (3+) 27440'4'	27410'8'
Hand Dishwashing Liquid (bottles/sachets/refills)	16.7a	Bought past 4 weeks	Ever (1:99) 27540'1'	Light (1) 27540'2'	Medium (2) 27540'3'	Heavy (3+) 27540'4'	27510'8'
Machine Dishwashing Powder / Tablets (boxes/packets/bottles)	16.8a	Bought past 4 weeks	Ever (1:99) 27640'1'	Light (1) 27640'2'	Medium (2) 27640'3'	Heavy (3+) 27640'4'	27610'8'
Spreads (bottles/jars)	17.1a	Bought past 4 weeks	Ever (1:99) 27740'1'	Light (1) 27740'2'	Medium (2) 27740'3'	Heavy (3+) 27740'4'	27710'8'
Coffee Creamer / Tea Creamer (containers)	18.2a	Bought past 4 weeks	Ever (1:99) 27940'1'	Light (1) 27940'2'	Medium (2) 27940'3'	Heavy (3+) 27940'4'	27910'8'
White Sugar (packets/bags)	18.3a	Bought past 4 weeks	Ever (1:99) 28040'1'	Light (1) 28040'2'	Medium (2) 28040'3'	Heavy (3+) 28040'4'	28010'8'
Brown Sugar (packets/bags)	18.4a	Bought past 4 weeks	Ever (1:99) 28140'1'	Light (1) 28140'2'	Medium (2) 28140'3'	Heavy (3+) 28140'4'	28110'8'
Instant Meals (boxes/packets/containers)	18.5a	Bought past 4 weeks	Ever (1:99) 28240'1'	Light (1) 28240'2'	Medium (2) 28240'3'	Heavy (3+) 28240'4'	28210'8'
Soup (packets/boxes/tins)	18.6a	Bought past 4 weeks	Ever (1:99) 28340'1'	Light (1:2) 28340'2'	Medium (3:4) 28340'3'	Heavy (5+) 28340'4'	28310'8'
Pasta (boxes/packets)	18.7a	Bought past 4 weeks	Ever (1:99) 28440'1'	Light (1) 28440'2'	Medium (2) 28440'3'	Heavy (3+) 28440'4'	28410'8'
Fresh / Frozen Chicken	18.8a	Bought past 4 weeks	Ever (1:99) 28540'1'	Light (1) 28540'2'	Medium (2:3) 28540'3'	Heavy (4+) 28540'4'	28510'8'
Frozen Vegetables (packets)	18.9a	Bought past 4 weeks	Ever (1:99) 28640'1'	Light (1) 28640'2'	Medium (2) 28640'3'	Heavy (3+) 28640'4'	28610'8'
Frozen Potatoes / Chips / Wedges/Fries (packets)	18.10a	Bought past 4 weeks	Ever (1:99) 28740'1'	Light (1) 28740'2'	Medium (2) 28740'3'	Heavy (3+) 28740'4'	28710'8'
Canned Fish (tins)	18.11a	Bought past 4 weeks	Ever (1:99) 28840'1'	Light (1:2) 28840'2'	Medium (3:4) 28840'3'	Heavy (5+) 28840'4'	28810'8'
Ice Cream / Sorbet (tubs)	18.12a	Bought past 4 weeks	Ever (1:99) 28940'1'	Light (1) 28940'2'	Medium (2) 28940'3'	Heavy (3+) 28940'4'	28910'8'
Savoury Biscuits (packets/boxes)	19.1a	Bought past 4 weeks	Ever (1:99) 29040'1'	Light (1) 29040'2'	Medium (2) 29040'3'	Heavy (3+) 29040'4'	29010'8'
Biscuits (not rusks) (packets/boxes)	19.2a	Bought past 4 weeks	Ever (1:99) 29140'1'	Light (1) 29140'2'	Medium (2:3) 29140'3'	Heavy (4+) 29140'4'	29110'8'
Breakfast Cereals - (packets/boxes)	19.3a	Bought past 4 weeks	Ever (1:99) 29240'1'	Light (1) 29240'2'	Medium (2) 29240'3'	Heavy (3+) 29240'4'	29210'8'
Porridge that you cook (excl. mealie meal) (packets/boxes)	19.4a	Bought past 4 weeks	Ever (1:99) 29340'1'	Light (1) 29340'2'	Medium (2) 29340'3'	Heavy (3+) 29340'4'	29310'8'
Margarine / Butter Bricks	19.5a	Bought past 4 weeks	Ever (1:99) 29440'1'	Light (1) 29440'2'	Medium (2:3) 29440'3'	Heavy (4+) 29440'4'	29410'8'

PURCHASED PRODUCTS

Should only be analyzed on respondents claiming to be Wholly or Partly Responsible for the day-to-day purchases of the household

Description	Qno.	Time Period	Ever	Light	Medium	Heavy	Omission Code
Margarine / Butter Tubs	19.6a	Bought past 4 weeks	Ever (1:99) 29540'1'	Light (1) 29540'2'	Medium (2) 29540'3'	Heavy (3+) 29540'4'	29510'&
Cheese - types (packets/tubs)	19.7a	Bought past 4 weeks	Ever (1:99) 29640'1'	Light (1) 29640'2'	Medium (2) 29640'3'	Heavy (3+) 29640'4'	29610'&
Long-Life Milk (containers)	19.8a	Bought past 4 weeks	Ever (1:99) 29740'1'	Light (1:2) 29740'2'	Medium (3:4) 29740'3'	Heavy (5+) 29740'4'	29710'&
Hot / Cold Flavoured Milk Drinks	19.9a	Bought past 4 weeks	Ever (1:99) 29840'1'	Light (1) 29840'2'	Medium (2) 29840'3'	Heavy (3+) 29840'4'	29810'&
Mealie Meal (packets/bags)	19.10a	Bought past 4 weeks	Ever (1:99) 29940'1'	Light (1) 29940'2'	Medium (2) 29940'3'	Heavy (3+) 29940'4'	29910'&
Rice (packets)	19.11a	Bought past 4 weeks	Ever (1:99) 30040'1'	Light (1) 30040'2'	Medium (2) 30040'3'	Heavy (3+) 30040'4'	30010'&
Sauces (bottles/packets/pouches/bags)	19.12a	Bought past 4 weeks	Ever (1:99) 30140'1'	Light (1) 30140'2'	Medium (2) 30140'3'	Heavy (3+) 30140'4'	30110'&
Hand / Body Soap	20.1a	Bought past 4 weeks	Ever (1:99) 30240'1'	Light (1:2) 30240'2'	Medium (3:5) 30240'3'	Heavy (6+) 30240'4'	30210'&
Toothpaste	20.2a	Bought past 4 weeks	Ever (1:99) 30340'1'	Light (1) 30340'2'	Medium (2) 30340'3'	Heavy (3+) 30340'4'	30310'&
Facial Tissues (boxes/packets)	20.3a	Bought past 4 weeks	Ever (1:99) 30440'1'	Light (1) 30440'2'	Medium (2) 30440'3'	Heavy (3+) 30440'4'	30410'&
Washing Powder/Liquid - Regular / Concentrated (boxes/bottles)	20.4a	Bought past 4 weeks	Ever (1:99) 30540'1'	Light (1) 30540'2'	Medium (2) 30540'3'	Heavy (3+) 30540'4'	30510'&
Fabric Softener - Regular / Concentrated (plastic bottles/refills)	20.5a	Bought past 4 weeks	Ever (1:99) 30640'1'	Light (1) 30640'2'	Medium (2) 30640'3'	Heavy (3+) 30640'4'	30610'&
Household Insecticides / Repellants (cans/boxes/bottles)	20.7a	Bought past 4 weeks	Ever (1:99) 30840'1'	Light (1) 30840'2'	Medium (2) 30840'3'	Heavy (3+) 30840'4'	30810'&
Herbs / Spices (excl. salt & pepper) (bottles/boxes)	22.1a	Bought past 6 months	Ever (1:99) 31240'1'	Light (1:2) 31240'2'	Medium (3:4) 31240'3'	Heavy (5+) 31240'4'	31210'&
Toothbrushes	22.2a	Bought past 6 months	Ever (1:99) 31340'1'	Light (1) 31340'2'	Medium (2) 31340'3'	Heavy (3+) 31340'4'	31310'&
Healing Ointment (tubes/tubs/spray)	22.3a	Bought past 6 months	Ever (1:99) 31440'1'	Light (1) 31440'2'	Medium (2) 31440'3'	Heavy (3+) 31440'4'	31410'&
Household Paint (tins)	22.4a	Bought past 6 months	Ever (1:99) 31540'1'	Light (1) 31540'2'	Medium (2:3) 31540'3'	Heavy (4+) 31540'4'	31510'&
NO PRODUCT QUESTIONNAIRE							50275'1'

**THE FOLLOWING QUESTIONS ASK
ABOUT PERSONAL USAGE
YESTERDAY**

1.1a How many cups of **instant coffee** i.e. coffee to which you just add water, did you personally drink **YESTERDAY**? (write in number below)















(10)	(11)
------	------


ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU PERSONALLY DRANK INSTANT COFFEE YESTERDAY:

1.1b Which brand or brands of instant coffee **did you drink YESTERDAY**? (please tick appropriate block or blocks under "PERSONALLY DRANK" below)

1.1c Which **one** brand of instant coffee **do you drink most often**? (please tick appropriate block under "DRINK MOST OFTEN" below)

1.1d Which **other** brand or brands of instant coffee **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

INSTANT COFFEE	PERSONALLY DRANK YESTERDAY	DRINK MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
			
- Jacobs Cappuccino	6	6	6
- Jacobs Cronat Gold	7	7	7
- Jacobs Kronung	8	8	8
- Jacobs Night & Day	9	9	9
	13) 1	15) 1	17) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8

INSTANT COFFEE	PERSONALLY DRANK YESTERDAY	DRINK MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	18) 1	20) 1	22) 1
	2	2	2
	3	3	3
Another brand (just tick block)	19) 8	21) 8	23) 8
None (just tick block)		9	9

(EOC 203)



List continues in right-hand column

- 1.2a How many cups of **ground/bean coffee** i.e. coffee which is normally prepared in a machine of some sort, or boiled, did you personally drink **YESTERDAY**? (write in number below)

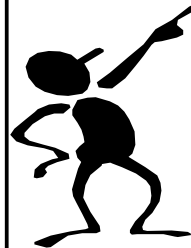
(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU PERSONALLY DRANK GROUND/ BEAN COFFEE YESTERDAY:

- 1.2b Which brand or brands of ground/ bean coffee **did you drink YESTERDAY**? (please tick appropriate block or blocks under "PERSONALLY DRANK" below)
- 1.2c Which **one** brand of ground/ bean coffee **do you drink most often**? (please tick appropriate block under "DRINK MOST OFTEN" below)
- 1.2d Which **other** brand or brands of ground/ bean coffee **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

GROUND COFFEE	PERSONALLY DRANK YESTERDAY	DRINK MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
ciro	12) 1	14) 1	16) 1
JACOBS			
- Jacobs Kronung	2	2	2
- Jacobs Night & Day	3	3	3
house of coffees	4	4	4
Kenna	5	5	5
NESPRESSO	6	6	6
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 204)



PLEASE GO TO NEXT PAGE

2.1a How many cups of **tea (not Rooibos)** did you personally drink **YESTERDAY?** (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU PERSONALLY DRANK TEA (NOT ROOIBOS) YESTERDAY:

2.1b Which brand or brands of tea (not Rooibos) **did you drink YESTERDAY?** (please tick appropriate block or blocks under "PERSONALLY DRANK" below)

2.1c Which **one** brand of tea (not Rooibos) **do you drink most often?** (please tick appropriate block under "DRINK MOST OFTEN" below)

2.1d Which **other** brand or brands of tea (not Rooibos) **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

TEA (NOT ROOIBOS)	PERSONALLY DRANK YESTERDAY	DRINK MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
ELEVEN O'CLOCK	12) 1	15) 1	18) 1
FIVE ROSES	2	2	2
FIVE ROSES DECAFF	3	3	3
Glen	4	4	4
JOKO	5	5	5
Lipton	6	6	6
Phendula Tips	7	7	7
Pitco	8	8	8
Teaspoon Tips	9	9	9
Tea-Time	13) 1	16) 1	19) 1
Teeco	2	2	2
TRINCO	3	3	3
TWININGS	4	4	4
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)	5	5	5
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 205)

2.2a How many cups of **Rooibos tea** did you personally drink **YESTERDAY?** (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU PERSONALLY DRANK ROOIBOS TEA YESTERDAY:

2.2b Which brand or brands of Rooibos tea **did you drink YESTERDAY?** (please tick appropriate block or blocks under "PERSONALLY DRANK" below)

2.2c Which **one** brand of Rooibos tea **do you drink most often?** (please tick appropriate block under "DRINK MOST OFTEN" below)

2.2d Which **other** brand or brands of Rooibos tea **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

ROOIBOS TEA	PERSONALLY DRANK YESTERDAY	DRINK MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
ELEVEN O'CLOCK	12) 1	14) 1	16) 1
FIVE ROSES	2	2	2
Freshpak	3	3	3
Glen	4	4	4
Laager	5	5	5
Lipton	6	6	6
Vital	7	7	7
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)	8	8	8
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 206)

**THE FOLLOWING QUESTIONS ASK
ABOUT PERSONAL USAGE DURING
THE PAST SEVEN DAYS**









- 3.1a How many **hand-held ice creams** (such as cones, cups, bars and sticks) have you personally eaten during the **PAST 7 DAYS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY EATEN HAND-HELD ICE CREAMS (SUCH AS CONES, CUPS, BARS AND STICKS) IN THE PAST 7 DAYS:

- 3.1b Which brand or brands of hand-held ice creams **have you eaten in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY EATEN" below)
- 3.1c Which **one** brand of hand-held ice creams **do you eat most often**? (please tick appropriate block under "EAT MOST OFTEN" below)
- 3.1d Which **other** brand or brands of hand-held ice creams **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

HAND-HELD ICE CREAMS	PERSONALLY EATEN PAST 7 DAYS	EAT MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	13) 1	14) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9

HAND-HELD ICE CREAMS	PERSONALLY EATEN PAST 7 DAYS	EAT MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	15) 1	17) 1	19) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
Another brand (just tick block)	16) 8	18) 8	20) 8
None (just tick block)		9	9

(EOC 207)



List continues in right-hand column

3.2a How many times have you personally eaten **chocolate coated bars /candy-coated chocolates** during the **PAST 7 DAYS**? (write in number below)

(10)	(11)















ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY EATEN CHOCOLATE COATED BARS /CANDY-COATED CHOCOLATES IN THE PAST 7 DAYS:

3.2b Which brand or brands of chocolate coated bars /candy-coated chocolates **have you eaten in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY EATEN" below)

3.2c Which **one** brand of chocolate coated bars /candy-coated chocolates **do you eat most often**? (please tick appropriate block under "EAT MOST OFTEN" below)

3.2d Which **other** brand or brands of chocolate coated bars /candy-coated chocolates **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

CHOCOLATE COATED BARS/ CANDY-COATED CHOCOLATES	PERSONALLY EATEN PAST 7 DAYS	EAT MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
 Easter Eggs	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	13) 1	15) 1	17) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8

CHOCOLATE COATED BARS/ CANDY-COATED CHOCOLATES	PERSONALLY EATEN PAST 7 DAYS	EAT MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	18) 1	21) 1	24) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	19) 1	22) 1	25) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
Another brand (just tick block)	20) 8	23) 8	26) 8
None (just tick block)		9	9
















List continues in right-hand column

- 3.3a How many **chocolate slabs** have you personally eaten during the **PAST 7 DAYS?** (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY EATEN CHOCOLATE SLABS IN THE PAST 7 DAYS:

- 3.3b Which brand or brands of chocolate slabs **have you eaten in the PAST 7 DAYS?** (please tick appropriate block or blocks under "PERSONALLY EATEN" below)
- 3.3c Which **one** brand of chocolate slabs **do you eat most often?** (please tick appropriate block under "EAT MOST OFTEN" below)
- 3.3d Which **other** brand or brands of chocolate slabs **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

CHOCOLATE SLABS	PERSONALLY EATEN PAST 7 DAYS	EAT MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	15) 1	18) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
			
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	13) 1	16) 1	19) 1
	2	2	2
	3	3	3
Other Imported slabs	4	4	4
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9










(EOC 209)

- 3.4a How many times have you personally eaten **chewing gum/ bubble gum** during the **PAST 7 DAYS?** (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY EATEN CHEWING GUM/ BUBBLE GUM IN THE PAST 7 DAYS:

- 3.4b Which brand or brands of chewing gum/ bubble gum **have you eaten in the PAST 7 DAYS?** (please tick appropriate block or blocks under "PERSONALLY EATEN" below)
- 3.4c Which **one** brand of chewing gum/ bubble gum **do you eat most often?** (please tick appropriate block under "EAT MOST OFTEN" below)
- 3.4d Which **other** brand or brands of chewing gum/ bubble gum **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

CHEWING GUM/ BUBBLE GUM	PERSONALLY EATEN PAST 7 DAYS	EAT MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 210)

3.5a How many times have you personally eaten **sweets** (excluding chocolates, chewing gum and breath fresheners) during the **PAST 7 DAYS**?
(write in number below)















(10)	(11)

















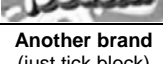
ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY EATEN SWEETS (EXCLUDING CHOCOLATES, CHEWING GUM AND BREATH FRESHENERS) IN THE PAST 7 DAYS:

3.5b Which brand or brands of sweets (excluding chocolates, chewing gum and breath fresheners) **have you eaten in the PAST 7 DAYS**?
(please tick appropriate block or blocks under "PERSONALLY EATEN" below)

3.5c Which **one** brand of sweets (excluding chocolates, chewing gum and breath fresheners) **do you eat most often?** (please tick appropriate block under "EAT MOST OFTEN" below)

3.5d Which **other** brand or brands of sweets (excluding chocolates, chewing gum and breath fresheners) **would you consider in the future?**
(please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

SWEETS	PERSONALLY EATEN PAST 7 DAYS	EAT MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
 Ice Cream Marble Pops	3	3	3
	4	4	4
			
- Cadbury PS Eclairs	5	5	5
- Cadbury Eclairs	6	6	6
	7	7	7
	8	8	8
	9	9	9
			
- Fruity Pops Fruit Gums	13) 1	15) 1	17) 1
- Fruity Pops Fruit Pastilles	2	2	2
- Fruity Pops Wine Gums	3	3	3
	4	4	4
 LOVE CANDY	5	5	5
	6	6	6
	7	7	7
	8	8	8

SWEETS	PERSONALLY EATEN PAST 7 DAYS	EAT MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
 	18) 1	21) 1	24) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	19) 1	22) 1	25) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
Another brand (just tick block)	20) 8	23) 8	26) 8
None (just tick block)		9	9

(EOC 211)



List continues in right-hand column

3.6a How many times have you personally eaten **yoghurt (including drinking yoghurt)** during the **PAST 7 DAYS**? (write in number below)









(10)	(11)



ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY EATEN YOGHURT (INCLUDING DRINKING YOGHURT) IN THE PAST 7 DAYS:

3.6b Which brand or brands of yoghurt **have you eaten in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY EATEN" below)

3.6c Which **one** brand of yoghurt **do you eat most often**? (please tick appropriate block under "EAT MOST OFTEN" below)

3.6d Which **other** brand or brands of yoghurt **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

YOGHURT / DRINKING YOGHURT	PERSONALLY EATEN PAST 7 DAYS	EAT MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
Crystal Valley	4	4	4
	5	5	5
Dairy World	6	6	6
	7	7	7
	8	8	8
	9	9	9
GERO	13) 1	15) 1	17) 1
	2	2	2
MAYO	3	3	3

YOGHURT / DRINKING YOGHURT	PERSONALLY EATEN PAST 7 DAYS	EAT MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
parmalat	18) 1	20) 1	22) 1
	2	2	2
	3	3	3
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)	4	4	4
Another brand (just tick block)	19) 8	21) 8	23) 8
None (just tick block)		9	9

(EOC 212)



List continues in right-hand column

3.7a How many times have you personally eaten **potato chips/ crisps or similar savoury snacks** during the **PAST 7 DAYS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY EATEN POTATO CHIPS/ CRISPS OR SIMILAR SAVOURY SNACKS IN THE PAST 7 DAYS:

3.7b Which brand or brands of potato chips/ crisps or similar savoury snacks **have you eaten in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY EATEN" below)

3.7c Which **one** brand of potato chips/ crisps or similar savoury snacks **do you eat most often**? (please tick appropriate block under "EAT MOST OFTEN" below)

3.7d Which **other** brand or brands of potato chips/ crisps or similar savoury snacks **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

POTATO CHIPS / SIMILAR SAVOURY SNACKS	PERSONALLY EATEN PAST 7 DAYS	EAT MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Baker Street	12) 1	14) 1	16) 1
BIG KORN BITES	2	2	2
CHEAS NAKS	3	3	3
<i>Cheese Curlys</i>	4	4	4
<i>Crinkles</i>	5	5	5
<i>Doritos</i>	6	6	6
Flanagan's	7	7	7
<i>FLINGS</i>	8	8	8
<i>Fritos</i>	9	9	9
GHOST POPS	13) 1	15) 1	17) 1
Graffiti	2	2	2
JUMPIN JACK	3	3	3
Kavallier	4	4	4
Lay's	5	5	5
Messarais	6	6	6
NIK NAKS	7	7	7

POTATO CHIPS / SIMILAR SAVOURY SNACKS	PERSONALLY EATEN PAST 7 DAYS	EAT MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Poco	18) 1	21) 1	24) 1
Pretzola	2	2	2
PRINGLES	3	3	3
Ripples	4	4	4
<i>S-Cuts</i>	5	5	5
<i>Simba CHIPS</i>	6	6	6
<i>Simba POPS</i>	7	7	7
Weigh-less	8	8	8
<i>Willards</i>	9	9	9
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)	19) 1	22) 1	25) 1
Another brand (just tick block)	20) 8	23) 8	26) 8
None (just tick block)		9	9

(EOC 213)







List continues in right-hand column

- 4.1a How many times have you personally used **fresh milk** during the **PAST 7 DAYS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED FRESH MILK IN THE PAST 7 DAYS:

- 4.1b Which brand or brands of fresh milk **have you used in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY USED" below)
- 4.1c Which **one** brand of fresh milk **do you use most often**? (please tick appropriate block under "USE MOST OFTEN" below)
- 4.1d Which **other** brand or brands of fresh milk **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

FRESH MILK	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN- ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	15) 1	18) 1
Bosparadys	2	2	2
	3	3	3
Crystal Valley	4	4	4
	5	5	5
Darling	6	6	6
Dewfresh	7	7	7
DOUGLASDALE	8	8	8
FAIRFIELD DAIRY	9	9	9
Jersey	13) 1	16) 1	19) 1
	2	2	2
parmalat	3	3	3
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)	4	4	4
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 214)

PLEASE GO TO NEXT PAGE



4.2a How many times have you personally used **mayonnaise or salad cream** during the **PAST 7 DAYS**? (write in number below)


(10)	(11)

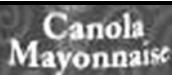
ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED MAYONNAISE OR SALAD CREAM IN THE PAST 7 DAYS:


4.2b Which brand or brands of mayonnaise or salad cream **have you used in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY USED" below)


4.2c Which **one** brand of mayonnaise or salad cream **do you use most often**? (please tick appropriate block under "USE MOST OFTEN" below)


4.2d Which **other** brand or brands of mayonnaise or salad cream **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)


MAYONNAISE / SALAD CREAM	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN- ONE ANSWER ONLY	CONSIDER IN THE FUTURE
			
- All Joy Mayonnaise	12) 1	14) 1	16) 1

			
- Canola Mayonnaise	2	2	2

			
- Crosse & Blackwell Mayonnaise	3	3	3
- Crosse & Blackwell Light Mayonnaise	4	4	4
- Crosse & Blackwell Salad Cream	5	5	5
- Crosse & Blackwell Trim	6	6	6


			
- Hellmann's Real Mayonnaise	7	7	7
- Hellmann's Light Mayonnaise	8	8	8


			
- Kraft Real Mayonnaise	9	9	9
- Kraft Miracle Whip Salad Cream	13) 1	15) 1	17) 1


			
- Nola Mayonnaise Original	2	2	2
- Nola Gourmet Mayonnaise	3	3	3
- Nola Salad Cream Whip	4	4	4




List continues in right-hand column

MAYONNAISE / SALAD CREAM	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN- ONE ANSWER ONLY	CONSIDER IN THE FUTURE
			
- P & P No Name Mayonnaise	18) 1	20) 1	22) 1
- P & P No Name Salad Cream	2	2	2

			
- Shoprite Checkers Mayonnaise	3	3	3
- Shoprite Checkers Salad Cream	4	4	4

			
- Spar Creamy Mayonnaise	5	5	5
- Spar Salad Cream	6	6	6

			
- Woolworths French Style Mayonnaise	7	7	7
- Woolworths Tangy Mayonnaise	8	8	8
- Woolworths Salad Cream	9	9	9

ANOTHER BRAND (just tick block)	19) 8	21) 8	23) 8
None (just tick block)		9	9

(EOC 215)

- 5.1a How many times have you personally used **bath additives**, excluding bars of soap, (this includes bubble bath, bath salts, bath oil) during the **PAST 7 DAYS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED BATH ADDITIVES EXCLUDING BARS OF SOAP (THIS INCLUDES BUBBLE BATH, BATH SALTS, BATH OIL) IN THE PAST 7 DAYS:

- 5.1b Which brand or brands of bath additives, excluding bars of soap, (this includes bubble bath, bath salts, bath oil) **have you used in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY USED" below)
- 5.1c Which **one** brand of bath additives, excluding bars of soap, (this includes bubble bath, bath salts, bath oil) **do you use most often**? (please tick appropriate block under "USE MOST OFTEN" below)
- 5.1d Which **other** brand or brands of bath additives, excluding bars of soap, (this includes bubble bath, bath salts, bath oil) **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

BATH BUBBLES / OIL / SALTS	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN- ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	15) 1	18) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	13) 1	16) 1	19) 1
	2	2	2
	3	3	3
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)	4	4	4
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 216)

- 5.2a How many times have you personally used **liquid body washes/shower gels** (excluding bars of soap) during the **PAST 7 DAYS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED LIQUID BODY WASHES/SHOWER GELS (EXCLUDING BARS OF SOAP) IN THE PAST 7 DAYS:

- 5.2b Which brand or brands of liquid body washes/shower gels (excluding bars of soap) **have you used in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY USED" below)
- 5.2c Which **one** brand of liquid body washes/shower gels (excluding bars of soap) **do you use most often**? (please tick appropriate block under "USE MOST OFTEN" below)
- 5.2d Which **other** brand or brands of liquid body washes/shower gels (excluding bars of soap) **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

SHOWER GEL / BODY WASH	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN- ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	15) 1	18) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	13) 1	16) 1	19) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 217)

5.3a How many times have you personally used **shaving cream or gel** during the **PAST 7 DAYS**? (write in number below)

(10)	(11)
------	------

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED SHAVING CREAM OR GEL IN THE PAST 7 DAYS:

5.3b Which brand or brands of shaving cream or gel **have you used in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY USED" below)

5.3c Which **one** brand of shaving cream or gel **do you use most often**? (please tick appropriate block under "USE MOST OFTEN" below)

5.3d Which **other** brand or brands of shaving cream or gel **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

SHAVING CREAM	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN- ONE ANSWER ONLY	CONSIDER IN THE FUTURE
DUEL	12) 1	14) 1	16) 1
	2	2	2
edge	3	3	3
Gillette	4	4	4
	5	5	5
NIVEA	6	6	6
PREP	7	7	7
Schick	8	8	8
	9	9	9
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 218)

5.4a How many times have you personally used **acne or skin blemish preparations** during the **PAST 7 DAYS**? (write in number below)



(10)	(11)
------	------

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED ACNE OR SKIN BLEMISH PREPARATIONS IN THE PAST 7 DAYS:

5.4b Which brand or brands of acne or skin blemish preparations **have you used in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY USED" below)

5.4c Which **one** brand of acne or skin blemish preparation **do you use most often**? (please tick appropriate block under "USE MOST OFTEN" below)

5.4d Which **other** brand or brands of acne or skin blemish preparations **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

ACNE PREPARATIONS	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN- ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	15) 1	18) 1
	2	2	2
Clearasil	3	3	3
Cuticura	4	4	4
Eucerin	5	5	5
GALDERMA	6	6	6
GARNIER	7	7	7
gill	8	8	8
L'ORÉAL	9	9	9
Natures-Lift	13) 1	16) 1	19) 1
Neutrogena	2	2	2
OXY	3	3	3
young solution	4	4	4
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 219)

- 6.1a How many times have you personally used **anti-dandruff shampoo/conditioner/treatment** during the **PAST 7 DAYS**?
(write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED ANTI-DANDRUFF SHAMPOO/ CONDITIONER/ TREATMENT IN THE PAST 7 DAYS:

- 6.1b Which brand or brands of anti-dandruff shampoo/ conditioner/ treatment **have you used in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY USED" below)
- 6.1c Which **one** brand of anti-dandruff shampoo/ conditioner/ treatment **do you use most often**? (please tick appropriate block under "USE MOST OFTEN" below)
- 6.1d Which **other** brand or brands of anti-dandruff shampoo/conditioner/treatment **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

ANTI-DANDRUFF SHAMPOO	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN- ONE ANSWER ONLY	CONSIDER IN THE FUTURE
CLEAR	12) 1	15) 1	18) 1
Colgate	2	2	2
Denorex	3	3	3
gill	4	4	4
GLYCO LEMON	5	5	5
head & shoulders	6	6	6
Organics	7	7	7
PANTENE	8	8	8
Selsun blue	9	9	9
SUNSILK	13) 1	16) 1	19) 1
Salon Brands	2	2	2
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 220)

PLEASE GO TO NEXT PAGE



6.2a How many times have you personally used **shampoo** (excluding anti-dandruff) during the **PAST 7 DAYS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED SHAMPOO (EXCLUDING ANTI-DANDRUFF) IN THE PAST 7 DAYS:

6.2b Which brand or brands of shampoo (excluding anti-dandruff) **have you used in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY USED" below)

6.2c Which **one** brand of shampoo (excluding anti-dandruff) **do you use most often**? (please tick appropriate block under "USE MOST OFTEN" below)

6.2d Which **other** brand or brands of shampoo (excluding anti-dandruff) **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

SHAMPOO	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Alberto Balsum	12) 1	14) 1	16) 1
Alberto V05	2	2	2
REVLON AQUA MARINE	3	3	3
Aqua Verva	4	4	4
Beautiful Beginnings	5	5	5
BLACK like me	6	6	6
CLAIROL BODY ON TAP	7	7	7
Colgate	8	8	8
DARK LOVELY	9	9	9
Denorex	13) 1	15) 1	17) 1
Dimension	2	2	2
gill	3	3	3
GLYCO LEMON	4	4	4
head & shoulders	5	5	5
CLAIROL Herbal Essences	6	6	6
Johnson's	7	7	7
Kair	8	8	8

SHAMPOO	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
L'OREAL ELVIVE	18) 1	21) 1	24) 1
(Organics)	2	2	2
Palmolive	3	3	3
PANTENE	4	4	4
PROTEIN FEED	5	5	5
REVLON FLEX	6	6	6
REVLON FLEX 2 in 1	7	7	7
RESTORE +	8	8	8
Salon Selectives	9	9	9
Sanex	19) 1	22) 1	25) 1
Soft n Free	2	2	2
SUNSILK	3	3	3
TRESemmé®	4	4	4
WELLA	5	5	5
Salon Brands	6	6	6
Another brand (just tick block)	20) 8	23) 8	26) 8
None (just tick block)		9	9

(EOC 221)



List continues in right-hand column

6.3a How many times have you personally used **hair conditioner** (wash off/leave on) during the **PAST 7 DAYS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED HAIR CONDITIONER (WASH OFF/LEAVE ON) IN THE PAST 7 DAYS:

6.3b Which brand or brands of hair conditioner (wash off/leave on) **have you used in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY USED" below)

6.3c Which **one** brand of hair conditioner (wash off/leave on) **do you use most often**? (please tick appropriate block under "USE MOST OFTEN" below)

6.3d Which **other** brand or brands of hair conditioner (wash off/leave on) **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

HAIR CONDITIONER	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Alberto Balsum	12) 1	14) 1	16) 1
V05	2	2	2
AQUA MARINE	3	3	3
Beautiful Beginnings	4	4	4
BLACK like me	5	5	5
CLAIROL BODY ON TAP	6	6	6
Colgate	7	7	7
DARK LOVELY	8	8	8
Dove	9	9	9
gill	13) 1	15) 1	17) 1
GLYCO LEMON	2	2	2
head & shoulders	3	3	3
CLAIROL Herbal Essences	4	4	4
Johnson's	5	5	5
Kair	6	6	6
L'OREAL ELVIVE	7	7	7
(Organics)	8	8	8

HAIR CONDITIONER	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Palmolive	18) 1	21) 1	24) 1
PANTENE	2	2	2
Perfect Choice	3	3	3
PROTEIN FEED	4	4	4
RESTORE +	5	5	5
REVLON FLEX	6	6	6
REVLON FLEX 2 in 1	7	7	7
Salon Selectives	8	8	8
Soft n Free	9	9	9
SPECIAL FEELING	19) 1	22) 1	25) 1
Sta Soft Fro	2	2	2
SUNSILK	3	3	3
TRESemmé	4	4	4
WELLA	5	5	5
Salon Brands	6	6	6
Another brand (just tick block)	20) 8	23) 8	26) 8
None (just tick block)		9	9

(EOC 222)



List continues in right-hand column

6.4a How many times have you personally used hair styling products (e.g. mousse/gel/spray/silicone/cream) including relaxers, during the PAST 7 DAYS? (write in number below)

(10)	(11)



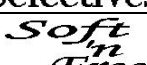



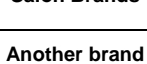
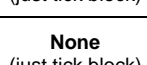

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED HAIR STYLING PRODUCTS (e.g. MOUSSE/GEL/SPRAY/SILICONE/CREAM) INCLUDING RELAXERS, IN THE PAST 7 DAYS:

6.4b Which brand or brands of hair styling products have you used in the PAST 7 DAYS? (please tick appropriate block or blocks under "PERSONALLY USED" below)

6.4c Which one brand of hair styling products do you use most often? (please tick appropriate block under "USE MOST OFTEN" below)

6.4d Which other brand or brands of hair styling products would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

HAIR STYLING PRODUCTS	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN- ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	13) 1	15) 1	17) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8

HAIR STYLING PRODUCTS	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN- ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	18) 1	20) 1	22) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	19) 8	21) 8	23) 8
		9	9

(EOC 223)

List continues in right-hand column



7.1a How many times have you personally used **hand and body cream/ lotion/ oil** during the **PAST 7 DAYS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED HAND AND BODY CREAM/ LOTION/ OIL IN THE PAST 7 DAYS:

7.1b Which brand or brands of hand and body cream/ lotion/ oil **have you used in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY USED" below)

7.1c Which **one** brand of hand and body cream/ lotion/ oil **do you use most often**? (please tick appropriate block under "USE MOST OFTEN" below)

7.1d Which **other** brand or brands of hand and body cream/ lotion/ oil **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

HAND/ BODY CREAM/ LOTION/ OIL	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN- ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Bio-Oil®	12) 1	14) 1	16) 1
Charlie	2	2	2
Clere	3	3	3
dawn	4	4	4
Dolly Varden	5	5	5
dry skin relief	6	6	6
Dove	7	7	7
Der matthögskol E45	8	8	8
FIRE & ICE	9	9	9
GLOVES IN A BOTTLE	13) 1	15) 1	17) 1
Ingram's Camphor	2	2	2
Johnson & Johnson	3	3	3
Justine	4	4	4
L'ORÉAL	5	5	5
love her madly	6	6	6
LUX	7	7	7

HAND/ BODY CREAM/ LOTION/ OIL	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN- ONE ANSWER ONLY	CONSIDER IN THE FUTURE
MOUSSON	18) 1	21) 1	24) 1
NIVEA	2	2	2
PALMER'S	3	3	3
REVLON pink happiness	4	4	4
Sanex	5	5	5
SKIN CLINIC	6	6	6
Vaseline			
- Vaseline Blue Seal	7	7	7
- Vaseline Intensive Care	8	8	8
- Vaseline Other	9	9	9
YARDLEY SKIN	19) 1	22) 1	25) 1
Zam-Buk	2	2	2
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)	3	3	3
Another brand (just tick block)	20) 8	23) 8	26) 8
None (just tick block)		9	9

(EOC 224)



List continues in right-hand column

7.2a How many times have you personally used **facial products** during the **PAST 7 DAYS**? (write in number below)

(10)	(11)


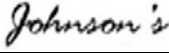








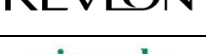




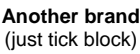
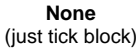
ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED FACIAL PRODUCTS IN THE PAST 7 DAYS:

7.2b Which brand or brands of facial products **have you used in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY USED" below)

7.2c Which **one** brand of facial products **do you use most often**? (please tick appropriate block under "USE MOST OFTEN" below)

7.2d Which **other** brand or brands of facial products **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

FACIAL PRODUCTS	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	15) 1	18) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	13) 1	16) 1	19) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	14) 1	17) 1	20) 1
	2	2	2

FACIAL PRODUCTS	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	21) 1	24) 1	27) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	22) 1	25) 1	28) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	23) 8	26) 8	29) 8
		9	9

(EOC 225)



List continues in
right-hand column

7.3a How many times have you personally used an **aerosol deodorant/anti-perspirant** (not roll-on/stick) during the **PAST 7 DAYS**? (write in number below)









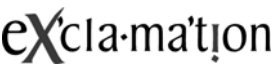








(10)	(11)










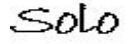




ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED AEROSOL DEODORANT/ANTI-PERSPIRANT (NOT ROLL-ON/STICK) IN THE PAST 7 DAYS:

7.3b Which brand or brands of aerosol deodorant/anti-perspirant (not roll-on/stick) have you used in the **PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY USED" below)

7.3c Which **one** brand of aerosol deodorant/anti-perspirant (not roll-on/stick) do you use most often? (please tick appropriate block under "USE MOST OFTEN" below)

7.3d Which **other** brand or brands of aerosol deodorant/anti-perspirant (not roll-on/stick) would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

AEROSOL DEODORANT/ANTI-PERSPIRANT	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	13) 1	15) 1	17) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8

AEROSOL DEODORANT/ANTI-PERSPIRANT	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	18) 1	21) 1	24) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	19) 1	22) 1	25) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
Another brand (just tick block)	20) 8	23) 8	26) 8
None (just tick block)		9	9

(EOC 226)













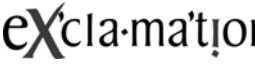







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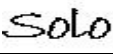






- 7.4a How many times have you personally used **roll-on/stick/gel/cream deodorant/anti-perspirant** (not aerosol) during the **PAST 7 DAYS**?
(write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED ROLL-ON/STICK/GEL/CREAM DEODORANT/ANTI-PERSPIRANT (NOT AEROSOL) IN THE PAST 7 DAYS:

- 7.4b Which brand or brands of roll-on/stick/gel/cream deodorant/anti-perspirant (not aerosol) have you used in the **PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY USED" below)
- 7.4c Which **one** brand of roll-on/stick/gel/cream deodorant/anti-perspirant (not aerosol) do you use most often? (please tick appropriate block under "USE MOST OFTEN" below)
- 7.4d Which **other** brand or brands of roll-on/stick/gel/cream deodorant/anti-perspirant (not aerosol) would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

NON-AEROSOL DEODORANT/ ANTI-PERSPIRANT	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	13) 1	15) 1	17) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9

NON-AEROSOL DEODORANT/ ANTI-PERSPIRANT	PERSONALLY USED PAST 7 DAYS	USE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	18) 1	21) 1	24) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	19) 1	22) 1	25) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
Another brand (just tick block)	20) 8	23) 8	26) 8
None (just tick block)		9	9

(EOC 227)








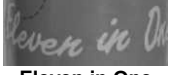





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- 8.1a How many glasses of fruit juice concentrates (squashes/ cordials/ nectars/ powders) have you personally consumed during the **PAST 7 DAYS?** (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED GLASSES OF FRUIT JUICE CONCENTRATES (SQUASHES/ CORDIALS/ NECTARS/ POWDERS) IN THE PAST 7 DAYS:

- 8.1b Which brand or brands of fruit juice concentrates **have you consumed in the PAST 7 DAYS?** (please tick appropriate block or blocks under "PERSONALLY CONSUMED" below)
- 8.1c Which **one** brand of fruit juice concentrates **do you consume most often?** (please tick appropriate block under "CONSUME MOST OFTEN" below)
- 8.1d Which **other** brand or brands of fruit juice concentrates **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

FRUIT JUICE CONCENTRATES	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	13) 1	15) 1	17) 1
	2	2	2

FRUIT JUICE CONCENTRATES	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	18) 1	20) 1	22) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)	8	8	8
Another brand (just tick block)	19) 8	21) 8	23) 8
None (just tick block)		9	9

(EOC 228)



List continues in right-hand column

8.2a How many cartons/cans/glasses/ bottles of **fruit/vegetable juice** (ready-to-drink) have you personally consumed during the **PAST 7 DAYS**?
(write in number below)


(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED CARTONS/CANS/GLASSES/ BOTTLES OF FRUIT/VEGETABLE JUICE (READY-TO-DRINK) IN THE PAST 7 DAYS:

8.2b Which brand or brands of fruit/vegetable juice **have you consumed in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY CONSUMED" below)

8.2c Which **one** brand of fruit/vegetable juice **do you consume most often**? (please tick appropriate block under "CONSUME MOST OFTEN" below)

8.2d Which **other** brand or brands of fruit/vegetable juice **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

FRUIT / VEGETABLE JUICE	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
Bibo Ready-to-drink	2	2	2
Bon Appetit	3	3	3
Bonnita All Juice	4	4	4
Gabana	5	5	5
Capri-Sun	6	6	6
Ceres Nature's perfect juice	7	7	7
Ceres Junior juice	8	8	8
Ceres Sparkling Nature's perfect juice	9	9	9
DANA	13) 1	15) 1	17) 1
Clover KRUSH	2	2	2
Clover Nectar	3	3	3
Life	4	4	4
Crystal Valley	5	5	5
Fiesta	6	6	6
5 alive	7	7	7
Fruitytime	8	8	8
fruitree	9	9	9



List continues in right-hand column

FRUIT / VEGETABLE JUICE	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
JUST JUICE	18) 1	21) 1	24) 1
LIQUI Cooler	2	2	2
LIQUI FRUIT	3	3	3
Minute Maid	4	4	4
MONI'S	5	5	5
OH! OH! OH! OROS Ready to drink	6	6	6
PureJoy	7	7	7
Quali	8	8	8
Real	9	9	9
The Real Juice COMPANY	19) 1	22) 1	25) 1
TAKE 5	2	2	2
TRUFINDA	3	3	3
Wild 100% Pure Natural Fruit Juice Not Preserved & Sugarfree Concentrate	4	4	4
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)	5	5	5
Another brand (just tick block)	20) 8	23) 8	26) 8
None (just tick block)		9	9

PERSONALLY CONSUMED DURING THE PAST 7 DAYS:

8.3a How many cans /glasses/ bottles of **diet fizzy drinks** have you personally consumed during the **PAST 7 DAYS?** (write in number below)



(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED CANS/ GLASSES/ BOTTLES OF DIET FIZZY DRINKS IN THE PAST 7 DAYS:

8.3b Which brand or brands of diet fizzy drinks **have you consumed in the PAST 7 DAYS?** (please tick appropriate block or blocks under "PERSONALLY CONSUMED" below)

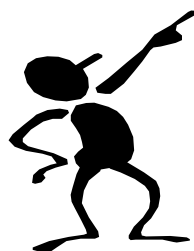
8.3c Which **one** brand of diet fizzy drinks **do you consume most often?** (please tick appropriate block under "CONSUME MOST OFTEN" below)

8.3d Which **other** brand or brands of diet fizzy drinks **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

DIET FIZZY DRINKS	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
TaB	8	8	8
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)	9	9	9
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 230)

PLEASE GO TO NEXT PAGE



8.4a How many cans/ glasses/ bottles of **fizzy drinks (not diet)** have you personally consumed during the **PAST 7 DAYS**? (write in number below)


















(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED FIZZY DRINKS (NOT DIET) IN THE PAST 7 DAYS:

8.4b Which brand or brands of fizzy drinks (not diet) **have you consumed in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY CONSUMED" below)


8.4c Which **one** brand of fizzy drinks (not diet) **do you consume most often**? (please tick appropriate block under "CONSUME MOST OFTEN" below)

8.4d Which **other** brand or brands of fizzy drinks (not diet) **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

FIZZY DRINKS	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	13) 1	15) 1	17) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8



List continues in right-hand column

FIZZY DRINKS	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	18) 1	20) 1	22) 1
			
- Sparletta - Cream Soda	2	2	2
- Sparletta - Sparberry	3	3	3
- Sparletta - Other	4	4	4
	5	5	5
	6	6	6
	7	7	7
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)	8	8	8
Another brand (just tick block)	19) 8	21) 8	23) 8
None (just tick block)		9	9

(EOC 231)






- 8.5a How many cartons/ cans/ glasses/ bottles of **sports drinks** have you personally consumed during the **PAST 7 DAYS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED CARTONS/ CANS/ GLASSES/ BOTTLES OF SPORTS DRINKS IN THE PAST 7 DAYS:

- 8.5b Which brand or brands of sports drinks **have you consumed in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY CONSUMED" below)
- 8.5c Which **one** brand of sports drinks **do you consume most often**? (please tick appropriate block under "CONSUME MOST OFTEN" below)
- 8.5d Which **other** brand or brands of sports drinks **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

SPORTS DRINKS	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
Energade	2	2	2
game	3	3	3
Gatorade	4	4	4
	5	5	5
Powerade	6	6	6
	7	7	7
Vitalise	8	8	8
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9





(EOC 232)

- 8.6a How many cans/ glasses of **energy/ stimulant drinks** have you personally consumed during the **PAST 7 DAYS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED CANS/ GLASSES OF ENERGY/ STIMULANT DRINKS IN THE PAST 7 DAYS:

- 8.6b Which brand or brands of energy/ stimulant drinks **have you consumed in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY CONSUMED" below)
- 8.6c Which **one** brand of energy/ stimulant drinks **do you consume most often**? (please tick appropriate block under "CONSUME MOST OFTEN" below)
- 8.6d Which **other** brand or brands of energy/ stimulant drinks **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

ENERGY/ STIMULANT DRINKS	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	15) 1	18) 1
BIOPLUS	2	2	2
Biozest	3	3	3
Carpe Diem	4	4	4
DARK DOG	5	5	5
	6	6	6
power play	7	7	7
Red Bull	8	8	8
	9	9	9
	13) 1	16) 1	19) 1
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 233)

8.7a How many bottles/cans/glasses of **flavoured alcoholic beverages** (i.e. alcoholic fruit beverages, cider and spirit coolers) have you personally consumed during the **PAST 7 DAYS?** (write in number below)

(10)	(11)






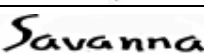




ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED BOTTLES/ CANS/ GLASSES OF FLAVOURED ALCOHOLIC BEVERAGES IN THE PAST 7 DAYS:

8.7b Which brand or brands of flavoured alcoholic beverages **have you consumed in the PAST 7 DAYS?** (please tick appropriate block or blocks under "PERSONALLY CONSUMED" below)

8.7c Which **one** brand of flavoured alcoholic beverages **do you consume most often?** (please tick appropriate block under "CONSUME MOST OFTEN" below)

8.7d Which **other** brand or brands of flavoured alcoholic beverages **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

FLAVOURED ALCOHOLIC BEVERAGES	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
			
- Bacardi Breezer	2	2	2
- Bacardi Rum & Cola	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	13) 1	15) 1	17) 1
	2	2	2
	3	3	3
			
- Hunter's Dry	4	4	4
- Hunter's Extreme Energy	5	5	5
- Hunter's Gold	6	6	6
- Hunter's Hard Lemon	7	7	7
	8	8	8

FLAVOURED ALCOHOLIC BEVERAGES	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	18) 1	21) 1	24) 1
	2	2	2
			
- Redd's Premium Cider	3	3	3
- Redd's Premium Dry	4	4	4
	5	5	5
	6	6	6
			
- Savanna Dark Cider	7	7	7
- Savanna Dry	8	8	8
- Savanna Light	9	9	9
			
- Smirnoff Spin	19) 1	22) 1	25) 1
- Smirnoff Storm	2	2	2
	3	3	3
	4	4	4
	5	5	5
Another brand (just tick block)	20) 8	23) 8	26) 8
None (just tick block)		9	9

(EOC 234)



List continues in right-hand column

- 8.8a How many glasses of **liqueur** have you personally consumed during the **PAST 7 DAYS**? (write in number below)

(10)	(11)

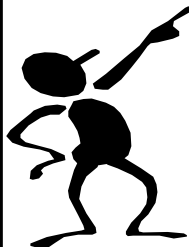
ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED GLASSES OF LIQUEUR IN THE PAST 7 DAYS:

- 8.8b Which brand or brands of liqueur **have you consumed in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY CONSUMED" below)
- 8.8c Which **one** brand of liqueur **do you consume most often**? (please tick appropriate block under "CONSUME MOST OFTEN" below)
- 8.8d Which **other** brand or brands of liqueur **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

LIQUEUR	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
ADVOCAT BOLS	12) 1	15) 1	18) 1
AMARULA CREAM	2	2	2
BAILEYS	3	3	3
CAPE VELVET	4	4	4
CARLO THE EXCLUSIVE VODKA INFUSION	5	5	5
Frangelico	6	6	6
Jägermeister	7	7	7
KANZUA	8	8	8
MALIBU	9	9	9
Old Meister	13) 1	16) 1	19) 1
Strawberry Lips	2	2	2
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 235)

PLEASE GO TO NEXT PAGE



8.9a(i) How many bottles/ cans/ glasses of **beer** (regular beer, excluding light/ lite beer and sorghum beer) have you personally consumed during the **PAST 7 DAYS?** (write in number below)

(10)	(11)

8.9a(ii) How many bottles/ cans/ glasses of **light/ lite beer** have you personally consumed during the **PAST 7 DAYS?** (write in number below)


(12)	(13)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED BOTTLES/ CANS/ GLASSES OF BEER (REGULAR OR LIGHT/ LITE) IN THE PAST 7 DAYS:

8.9b Which brand or brands of beer **have you consumed in the PAST 7 DAYS?** (please tick the appropriate block or blocks under "PERSONALLY CONSUMED" below)

8.9c Which **one** brand of beer **do you consume most often?** (please tick the appropriate block under "CONSUME MOST OFTEN" below)

8.9d Which **other** brand or brands of beer **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

BEER / DRAUGHT	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
AMSTEL LAGER	14) 1	17) 1	20) 1
Bavaria	2	2	2
	3	3	3
	4	4	4
CASTLE LAGER	5	5	5
	6	6	6
	7	7	7
Grolsch	8	8	8
GUINNESS	9	9	9
	15) 1	18) 1	21) 1
	2	2	2
Heineken	3	3	3
	4	4	4
PERONI	5	5	5
	6	6	6
	7	7	7
Another brand (just tick block)	16) 8	19) 8	22) 8
None (just tick block)		9	9

(EOC 236)

8.10a How many cartons of **sorghum beer** (bought from a store - not home brew) have you personally consumed during the **PAST 7 DAYS?** (write in number below)



(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED CARTONS OF SORGHUM BEER (BOUGHT FROM A STORE - NOT HOME BREW) IN THE PAST 7 DAYS:

8.10b Which brand or brands of sorghum beer **have you consumed in the PAST 7 DAYS?** (please tick appropriate block or blocks under "PERSONALLY CONSUMED" below)

8.10c Which **one** brand of sorghum beer **do you consume most often?** (please tick appropriate block under "CONSUME MOST OFTEN" below)

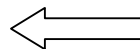
8.10d Which **other** brand or brands of sorghum beer **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

SORGHUM BEER	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
BB	12) 1	14) 1	16) 1
	2	2	2
iJUBA	3	3	3
JOBURG BEER	4	4	4
KING HORN	5	5	5
LEOPARD	6	6	6
	7	7	7
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 237)

NB :: TOTAL BEER – CARD 236

8.9 How many bottles/ cans/ glasses of **beer** (regular beer, light/ lite beer, excluding sorghum beer) have you personally consumed during the **PAST 7 DAYS?** (write in number below)






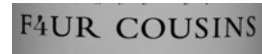



(45)	(46)	(47)

8.11a How many glasses of **natural table wine - in bottles** have you personally consumed during the **PAST 7 DAYS?** (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED GLASSES OF NATURAL TABLE WINE - IN BOTTLES, IN THE PAST 7 DAYS:8.11b Which brand or brands of natural table wine – in bottles **have you consumed in the PAST 7 DAYS?** (please tick appropriate block or blocks under "PERSONALLY CONSUMED" below)8.11c Which **one** brand of natural table wine - in bottles **do you consume most often?** (please tick appropriate block under "CONSUME MOST OFTEN" below)8.11d Which **other** brand or brands of natural table wine – in bottles **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

WINE - BOTTLES	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
4TH STREET	12) 1	14) 1	16) 1
 ALTO	2	2	2
 Autumn Harvest	3	3	3
Bellingham	4	4	4
BOSCHENDAL	5	5	5
 CELLAR CASK	6	6	6
 Chateau Libertas	7	7	7
 Douglas Green	8	8	8
DROSTDY-HOF	9	9	9
FLEUR DU CAP	13) 1	15) 1	17) 1
 F4UR COUSINS	2	2	2
GRAÇA	3	3	3
Grünberger	4	4	4
 KWV	5	5	5

WINE - BOTTLES	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Nederburg	18) 1	20) 1	22) 1
 OBIKWA	2	2	2
ROBERTSON WINERY	3	3	3
 Spier	4	4	4
 Tall Horse Wines	5	5	5
Tassenberg	6	6	6
TWO OCEANS	7	7	7
ZONNEBLOEM	8	8	8
Another brand (just tick block)	19) 8	21) 8	23) 8
None (just tick block)		9	9

(EOC 238)



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- 8.12a How many glasses of **natural table wine - in boxes/ jugs** have you personally consumed during the **PAST 7 DAYS?** (write in number below)

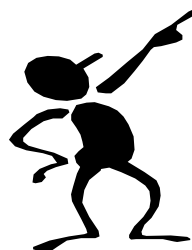
(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED GLASSES OF NATURAL TABLE WINE - IN BOXES/ JUGS IN THE PAST 7 DAYS:

- 8.12b Which brand or brands of natural table wine – in boxes/ jugs have you consumed in the **PAST 7 DAYS?** (please tick appropriate block or blocks under “PERSONALLY CONSUMED” below)
- 8.12c Which **one** brand of natural table wine – in boxes / jugs **do you consume most often?** (please tick appropriate block under “CONSUME MOST OFTEN” below)
- 8.12d Which **other** brand or brands of natural table wine – in boxes/ jugs **would you consider in the future?** (please tick appropriate block or blocks under “CONSIDER IN THE FUTURE” below)

WINE – BOXES / JUGS	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	15) 1	18) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	13) 1	16) 1	19) 1
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 239)



PLEASE GO TO NEXT PAGE

- 8.13a** How many glasses of **fortified wine** (e.g. port, sherry, muscadell, etc) have you personally consumed during the **PAST 7 DAYS?** (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED GLASSES OF FORTIFIED WINE (E.G. PORT, SHERRY, MUSCADEL, ETC.) IN THE PAST 7 DAYS:

- 8.13b** Which brand or brands of fortified wine **have you consumed in the PAST 7 DAYS?** (please tick appropriate block or blocks under "PERSONALLY CONSUMED" below)

- 8.13c** Which **one** brand of fortified wine **do you consume most often?** (please tick appropriate block under "CONSUME MOST OFTEN" below)

- 8.13d** Which **other** brand or brands of fortified wine **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

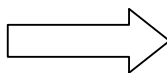
FORTIFIED WINE	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
MONIS	12) 1	14) 1	16) 1
MULTANA	2	2	2
Sedgwick's Old Brown Sherry	3	3	3
Ship Sherry	4	4	4
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 240)

NB :: TOTAL WHITE SPIRITS – CARD 241

- 8.14** How many tots of white spirits have you personally consumed during the **PAST 7 DAYS?** (write in number below)

(48)	(49)	(50)



- 8.14a(i)** How many tots of **cane** have you personally consumed during the **PAST 7 DAYS?** (write in number below)

(10)	(11)

- 8.14a(ii)** How many tots of **gin** have you personally consumed during the **PAST 7 DAYS?** (write in number below)

(12)	(13)

- 8.14a(iii)** How many tots of **vodka** have you personally consumed during the **PAST 7 DAYS?** (write in number below)

(14)	(15)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED TOTS OF WHITE SPIRITS (CANE, GIN, VODKA) IN THE PAST 7 DAYS:

- 8.14b** Which brand or brands of white spirits **have you consumed in the PAST 7 DAYS?** (please tick appropriate block or blocks under "PERSONALLY CONSUMED" below)

- 8.14c** Which **one** brand of white spirits **do you consume most often?** (please tick appropriate block under "CONSUME MOST OFTEN" below)

- 8.14d** Which **other** brand or brands of white spirits **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

WHITE SPIRITS	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
ABSOLUT	16) 1	19) 1	22) 1
CAPE TO RIO	2	2	2
COUNT PUSHKIN	3	3	3
GILBEY'S	4	4	4
GORDON'S	5	5	5
MAINSTAY	6	6	6
OLD BUCK	7	7	7
ROMANOFF	8	8	8
RUSSIAN BEAR	9	9	9
SEVEN SEAS	17) 1	20) 1	23) 1
SKYY VODKA	2	2	2
SMIRNOFF	3	3	3
Another brand (just tick block)	18) 8	21) 8	24) 8
None (just tick block)		9	9

(EOC 241)

8.15a How many tots of **brandy** have you personally consumed during the **PAST 7 DAYS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED TOTS OF BRANDY IN THE PAST 7 DAYS:

8.15b Which brand or brands of brandy **have you consumed in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY CONSUMED" below)

8.15c Which **one** brand of brandy **do you consume most often**? (please tick appropriate block under "CONSUME MOST OFTEN" below)

8.15d Which **other** brand or brands of brandy **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

BRANDY	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
BERTRAMS	12) 1	14) 1	16) 1
BOLS	2	2	2
CHATEAU	3	3	3
COMMANDO	4	4	4
FLIGHT OF THE FISH EAGLE	5	5	5
Hennessy COGNAC	6	6	6
Klipdrift			
- Klipdrift Export	7	7	7
- Klipdrift Gold	8	8	8
- Klipdrift Premium	9	9	9
KWV ESTABLISHED 1918	13) 1	15) 1	17) 1
Limosin	2	2	2
MARTELL VO	3	3	3
5 MELLOW-WOOD	4	4	4

BRANDY	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Olof Bergh	18) 1	20) 1	22) 1
Oude Meester	2	2	2
Richelieu	3	3	3
VICEROY	4	4	4
Wellington	5	5	5
Another brand (just tick block)	19) 8	21) 8	23) 8
None (just tick block)		9	9

(EOC 242)



List continues in right-hand column

8.16a How many tots of **whisky** have you personally consumed during the **PAST 7 DAYS?** (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED TOTS OF WHISKY IN THE PAST 7 DAYS:

8.16b Which brand or brands of whisky **have you consumed in the PAST 7 DAYS?** (please tick appropriate block or blocks under "PERSONALLY CONSUMED" below)8.16c Which **one** brand of whisky **do you consume most often?** (please tick appropriate block under "CONSUME MOST OFTEN" below)8.16d Which **other** brand or brands of whisky **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

WHISKY	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
BELL'S	12) 1	14) 1	16) 1
Black & White	2	2	2
CHIVAS REGAL	3	3	3
FAMOUS GROUSE	4	4	4
FIRSTWATCH	5	5	5
Glenfiddich	6	6	6
GLENGRANT	7	7	7
GLENMORANGIE	8	8	8
Grant's	9	9	9
HARRIER	13) 1	15) 1	17) 1
J&B	2	2	2
JACK DANIEL'S	3	3	3
JAMESON	4	4	4

WHISKY	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
JOHNNIE WALKER® Red Label	18) 1	20) 1	22) 1
JOHNNIE WALKER, BLACK LABEL	2	2	2
JOHNNIE WALKER Blue Label	3	3	3
KNIGHTS	4	4	4
SCOTTISH LEADER	5	5	5
THREE SHIPS	6	6	6
TWO KEYS	7	7	7
VAT 69	8	8	8
WHITE HORSE	9	9	9
Another brand (just tick block)	19) 8	21) 8	23) 8
None (just tick block)		9	9

(EOC 243)



List continues in right-hand column

8.17a How many tots of **rum** have you personally consumed during the **PAST 7 DAYS?** (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED TOTS OF RUM IN THE PAST 7 DAYS:

8.17b Which brand or brands of rum **have you consumed in the PAST 7 DAYS?** (please tick appropriate block or blocks under "PERSONALLY CONSUMED" below)

8.17c Which **one** brand of rum **do you consume most often?** (please tick appropriate block under "CONSUME MOST OFTEN" below)

8.17d Which **other** brand or brands of rum **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

RUM	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
BACARDI	12) 1	14) 1	16) 1
Captain Morgan Dark Rum	2	2	2
Captain Morgan SPICED GOLD	3	3	3
Havana Club	4	4	4
JACK TAR	5	5	5
Red Heart	6	6	6
SQUADRON	7	7	7
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 244)

8.18a How many tots of **other spirits** (e.g. tequila, sambucca, schnapps, vermouth, aperitifs, shooters, etc.) have you personally consumed during the **PAST 7 DAYS?** (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED TOTS OF OTHER SPIRITS (E.G. TEQUILA, SAMBUCCA, SCHNAPPS, VERMOUTH, APERITIFS, SHOOTERS, ETC.) IN THE PAST 7 DAYS:

8.18b Which brand or brands of other spirits **have you consumed in the PAST 7 DAYS?** (please tick appropriate block or blocks under "PERSONALLY CONSUMED" below)

8.18c Which **one** brand of other spirits **do you consume most often?** (please tick appropriate block under "CONSUME MOST OFTEN" below)

8.18d Which **other** brand or brands of other spirits **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

OTHER SPIRITS	PERSONALLY CONSUMED PAST 7 DAYS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
ARCHERS	12) 1	15) 1	18) 1
café royale	2	2	2
CINZANO	3	3	3
JOSE CUERVO	4	4	4
LUPINI	5	5	5
MARTINI	6	6	6
OLMECA	7	7	7
PO10	8	8	8
SOUTHERN COMFORT	9	9	9
TANG	13) 1	16) 1	19) 1
ZAPPA SAMBUCA	2	2	2
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 245)

**THE FOLLOWING QUESTIONS ASK
ABOUT PERSONAL USAGE DURING
THE PAST FOUR WEEKS**

- 9.1a** How many times have you personally used **convenience pasta** (i.e. instant pasta mix to which you add boiling water or boil for 2 minutes) during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED CONVENIENCE PASTA (I.E. INSTANT PASTA MIX TO WHICH YOU ADD BOILING WATER OR BOIL FOR 2 MINUTES) IN THE PAST 4 WEEKS:

- 9.1b** Which brand or brands of convenience pasta **have you used in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY USED" below)
- 9.1c** Which **one** brand of convenience pasta **do you use most often**? (please tick appropriate block under "USE MOST OFTEN" below)
- 9.1d** Which **other** brand or brands of convenience pasta **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

INSTANT PASTA	PERSONALLY USED PAST 4 WEEKS	USE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Heinz			
	12) 1	14) 1	16) 1
Maggi			
	2	2	2
Shogun			
	3	3	3
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)			
	4	4	4
Another brand (just tick block)			
	13) 8	15) 8	17) 8
None (just tick block)			
		9	9

(EOC 246)

- 9.2a** How many times have you personally consumed **iced tea** during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED ICED TEA IN THE PAST 4 WEEKS:

- 9.2b** Which brand or brands of iced tea **have you consumed in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY CONSUMED" below)
- 9.2c** Which **one** brand of iced tea **do you consume most often**? (please tick appropriate block under "CONSUME MOST OFTEN" below)
- 9.2d** Which **other** brand or brands of iced tea **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

ICED TEA	PERSONALLY CONSUMED PAST 4 WEEKS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
CEDAR			
	12) 1	15) 1	18) 1
Ceres <small>Nature's perfect juice</small>			
	2	2	2
ELGIN DEW			
	3	3	3
FIVE ROSES			
	4	4	4
Lipton			
	5	5	5
Manhattan			
	6	6	6
NESTEA			
	7	7	7
Nortea			
	8	8	8
OROS <i>Ice Tea</i>			
	9	9	9
parmalat			
	13) 1	16) 1	19) 1
ROOIBOS ICED			
	2	2	2
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)			
	3	3	3
Another brand (just tick block)			
	14) 8	17) 8	20) 8
None (just tick block)			
		9	9

(EOC 247)

- 9.3a How many glasses of **sparkling wine/ champagne** have you personally consumed during the **PAST 4 WEEKS?** (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY CONSUMED GLASSES OF SPARKLING WINE/ CHAMPAGNE IN THE PAST 4 WEEKS:

- 9.3b Which brand or brands of sparkling wine/ champagne **have you consumed in the PAST 4 WEEKS?** (please tick appropriate block or blocks under "PERSONALLY CONSUMED" below)
- 9.3c Which **one** brand of sparkling wine/ champagne **do you consume most often?** (please tick appropriate block under "CONSUME MOST OFTEN" below)
- 9.3d Which **other** brand or brands of sparkling wine/ champagne **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

SPARKLING WINE	PERSONALLY CONSUMED PAST 4 WEEKS	CONSUME MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
5th AVENUE COLDDUCK	12) 1	15) 1	18) 1
CINZANO	2	2	2
FOUR COUSINS	3	3	3
GRAND MOUSSEUX	4	4	4
J.C. FROUX	5	5	5
MOËT & CHANDON	6	6	6
Nederburg	7	7	7
PÊCHE ROYALE	8	8	8
PIERRE JOURDAN BRUT	9	9	9
PONGRÁCZ	13) 1	16) 1	19) 1
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 248)

- 9.4a How many times have you personally used **condensed or evaporated milk** during the **PAST 4 WEEKS?** (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED CONDENSED OR EVAPORATED MILK IN THE PAST 4 WEEKS:

- 9.4b Which brand or brands of condensed or evaporated milk **have you used in the PAST 4 WEEKS?** (please tick appropriate block or blocks under "PERSONALLY USED" below)
- 9.4c Which **one** brand of condensed or evaporated milk **do you use most often?** (please tick appropriate block under "USE MOST OFTEN" below)
- 9.4d Which **other** brand or brands of condensed or evaporated milk **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

CONDENSED/ EVAPORATED MILK	PERSONALLY USED PAST 4 WEEKS	USE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Blue Cow	12) 1	14) 1	16) 1
Clover	2	2	2
GOLD CROSS	3	3	3
Nestlé	4	4	4
Nestlé Ideal	5	5	5
Nestlé Ideal Low Fat	6	6	6
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)	7	7	7
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 249)

- 10.1a** How many **razor blades/ disposable razors** have you personally used during the **PAST 4 WEEKS?** (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED RAZOR BLADES/ DISPOSABLE RAZORS IN THE PAST 4 WEEKS:

- 10.1b** Which brand or brands of razor blades/ disposable razors **have you used in the PAST 4 WEEKS?** (please tick appropriate block or blocks under "PERSONALLY USED" below)
- 10.1c** Which **one** brand of razor blades/ disposable razors **do you use most often?** (please tick appropriate block under "USE MOST OFTEN" below)
- 10.1d** Which **other** brand or brands of razor blades/ disposable razors **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

RAZOR BLADES/ DISPOSABLE RAZORS	PERSONALLY USED PAST 4 WEEKS	USE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
BIC	12) 1	15) 1	18) 1
DUEL	2	2	2
Gillette			
- Gillette Blue II	3	3	3
- Gillette Blue 3	4	4	4
- Gillette Contour Plus	5	5	5
- Gillette Fusion	6	6	6
- Gillette Mach 3	7	7	7
- Gillette Minora	8	8	8
- Gillette Sensor	9	9	9
- Gillette Silver Blue	13) 1	16) 1	19) 1
- Gillette Venus	2	2	2
Schick			
- Schick Quattro	3	3	3
- Schick Other	4	4	4
SUPER-MAX	5	5	5
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)	6	6	6
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 250)

- 10.2a** How many times have you personally taken **indigestion remedies/ antacids** during the **PAST 4 WEEKS?** (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY TAKEN INDIGESTION REMEDIES/ ANTACIDS IN THE PAST 4 WEEKS:

- 10.2b** Which brand or brands of indigestion remedies/ antacids **have you taken in the PAST 4 WEEKS?** (please tick appropriate block or blocks under "PERSONALLY TAKEN" below)
- 10.2c** Which **one** brand of indigestion remedies/ antacids **do you take most often?** (please tick appropriate block under "TAKE MOST OFTEN" below)
- 10.2d** Which **other** brand or brands of indigestion remedies/ antacids **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

INDIGESTION REMEDIES / ANTACIDS	PERSONALLY TAKEN PAST 4 WEEKS	TAKE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
CITRO-SODA	12) 1	14) 1	16) 1
Cruciale	2	2	2
ENO	3	3	3
FRESHEN	4	4	4
Gastro Choice	5	5	5
GAVISCAN	6	6	6
Maalox* PLUS	7	7	7
PHIPP'S	8	8	8
Rennie	9	9	9
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 251)

10.3a How many **throat/ sinus remedies** have you personally taken during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY TAKEN THROAT/ SINUS REMEDIES IN THE PAST 4 WEEKS:

10.3b Which brand or brands of throat/ sinus remedies **have you taken in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY TAKEN" below)

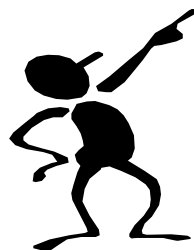
10.3c Which **one** brand of throat/ sinus remedies **do you take most often**? (please tick appropriate block under "TAKE MOST OFTEN" below)

10.3d Which **other** brand or brands of throat/ sinus remedies **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

THROAT/ SINUS REMEDIES	PERSONALLY TAKEN PAST 4 WEEKS	TAKE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 252)

PLEASE GO TO NEXT PAGE



10.4a How many doses of **cough/ cold/ flu remedies** have you personally taken during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY TAKEN COUGH/ COLD/ FLU REMEDIES IN THE PAST 4 WEEKS:

10.4b Which brand or brands of cough/ cold/ flu remedies **have you taken in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY TAKEN" below)

10.4c Which **one** brand of cough/ cold/ flu remedies **do you take most often**? (please tick appropriate block under "TAKE MOST OFTEN" below)

10.4d Which **other** brand or brands of cough/ cold/ flu remedies **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

COUGH/COLD/FLU REMEDIES	PERSONALLY TAKEN PAST 4 WEEKS	TAKE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Advil^{cs}	12) 1	14) 1	16) 1
ALCOPHYLLEX	2	2	2
BENYLIN	3	3	3
BORSTOL	4	4	4
BronchoPed[*]	5	5	5
Chamberlain's	6	6	6
Corenza C	7	7	7
Degoran	8	8	8
DEMAZIN	9	9	9
Dilinct	13) 1	15) 1	17) 1
efferflu^C <small>THE COLDS AND FLU</small>	2	2	2
Expigen[®]	3	3	3
GRIPPON	4	4	4
HOT TODDY	5	5	5

COUGH/COLD/FLU REMEDIES	PERSONALLY TAKEN PAST 4 WEEKS	TAKE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
LCC	18) 1	20) 1	22) 1
LENNON	2	2	2
MED-LEMON	3	3	3
oscillococcinum[®]	4	4	4
PROSPAN[™]	5	5	5
Solphyllex[®]	6	6	6
VICKS	7	7	7
Viral Guard	8	8	8
WOODS	9	9	9
Another brand (just tick block)	19) 8	21) 8	23) 8
None (just tick block)		9	9

(EOC 253)



List continues in right-hand column


PERSONALLY TAKEN DURING THE PAST 4 WEEKS:

- 10.5a** How many **headache tablets/ pills/ capsules / powders** have you personally taken during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY TAKEN HEADACHE TABLETS/ PILLS/ CAPSULES/ POWDERS IN THE PAST 4 WEEKS:

- 10.5b** Which brand or brands of headache tablets/ pills/ capsules/ powders **have you taken in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY TAKEN" below)
- 10.5c** Which **one** brand of headache tablets/ pills/ capsules/ powders **do you take most often**? (please tick appropriate block under "TAKE MOST OFTEN" below)
- 10.5d** Which **other** brand or brands of headache tablets/ pills/ capsules/ powders **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

HEADACHE PILLS/ CAPSULES/ POWDERS	PERSONALLY TAKEN PAST 4 WEEKS	TAKE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
ANADIN	12) 1	15) 1	18) 1
Betapyn	2	2	2
Compral	3	3	3
DISPRIN	4	4	4
EXCEDRIN	5	5	5
GRAND-PA	6	6	6
Myprodol®	7	7	7
NUROFEN 	8	8	8
Panado	9	9	9
Pynstop	13) 1	16) 1	19) 1
SYNDOL	2	2	2
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 254)

PLEASE GO TO NEXT PAGE



**THE FOLLOWING QUESTION ASKS
ABOUT PERSONAL USAGE DURING
THE PAST SIX MONTHS**

11.1a How many times have you personally used **hair colourants** during the **PAST 6 MONTHS**? (write in number below)












(10)	(11)







ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY USED HAIR COLOURANTS IN THE PAST 6 MONTHS:

11.1b Which brand or brands of hair colourants **have you used in the PAST 6 MONTHS**? (please tick appropriate block or blocks under "PERSONALLY USED" below)

11.1c Which **one** brand of hair colourant **do you use most often**? (please tick appropriate block under "USE MOST OFTEN" below)

11.1d Which **other** brand or brands of hair colourants **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

HAIR COLOURANTS	PERSONALLY USED PAST 6 MONTHS	USE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	13) 1	15) 1	17) 1
	2	2	2

HAIR COLOURANTS	PERSONALLY USED PAST 6 MONTHS	USE MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	18)	20)	22)
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
Another brand (just tick block)	19) 8	21) 8	23) 8
None (just tick block)		9	9

(EOC 255)



List continues in right-hand column

**QUESTIONS ABOUT PERSONAL
PURCHASING FOR YOURSELF OR
YOUR HOUSEHOLD**

**THE FOLLOWING QUESTIONS ASK
ABOUT PERSONAL PURCHASING
DURING THE PAST SEVEN DAYS**

12.1a How many bottles of **mineral/ spring water** have you personally bought during the **PAST 7 DAYS?** (write in number below)









(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT BOTTLES OF MINERAL/SPRING WATER IN THE PAST 7 DAYS:

12.1b Which brand or brands of mineral/spring water **have you bought in the PAST 7 DAYS?** (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

12.1c Which **one** brand of mineral/spring water **do you buy most often?** (please tick appropriate block under "BUY MOST OFTEN" below)

12.1d Which **other** brand or brands of mineral/spring water **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

MINERAL WATER	PERSONALLY BOUGHT PAST 7 DAYS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	15) 1	18) 1
			
- AQuelle Still / Sparkling	2	2	2
- AQuelle Flavoured	3	3	3
			
- Bonaqua Unflavoured Still / Sparkling	4	4	4
- Bonaqua Flavoured Sparkling	5	5	5
	6	6	6
	7	7	7
	8	8	8
- Valpre Still	9	9	9
- Valpre Sparkling	13) 1	16) 1	19) 1
	2	2	2
	3	3	3
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)	4	4	4
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 256)

12.2a How many boxes/tins **powdered milk** have you personally bought during the **PAST 7 DAYS?** (write in number below)


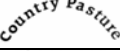




(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT BOXES/TINS OF POWDERED MILK IN THE PAST 7 DAYS:

12.2b Which brand or brands of powdered milk **have you bought in the PAST 7 DAYS?** (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

12.2c Which **one** brand of powdered milk **do you buy most often?** (please tick appropriate block under "BUY MOST OFTEN" below)

12.2d Which **other** brand or brands of powdered milk **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

MILK POWDER	PERSONALLY BOUGHT PAST 7 DAYS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 257)

12.3a How many **loaves of bread** have you personally bought during the **PAST 7 DAYS**? (write in number below)





(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT LOAVES OF BREAD IN THE PAST 7 DAYS:

12.3b Which brand or brands of bread **have you bought in the PAST 7 DAYS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

12.3c Which **one** brand of bread **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)

12.3d Which **other** brand or brands of bread **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

BREAD	PERSONALLY BOUGHT PAST 7 DAYS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 258)

PLEASE GO TO NEXT PAGE












- 13.1a** How many tins or pouches of **wet cat food** have you personally bought during the **PAST 7 DAYS?** (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT TINS OR POUCHES OF WET CAT FOOD IN THE PAST 7 DAYS:

- 13.1b** Which brand or brands of wet cat food **have you bought in the PAST 7 DAYS?** (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 13.1c** Which **one** brand of wet cat food **do you buy most often?** (please tick appropriate block under "BUY MOST OFTEN" below)
- 13.1d** Which **other** brand or brands of wet cat food **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

WET CAT FOOD	PERSONALLY BOUGHT PAST 7 DAYS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
			
	12) 1	15) 1	18) 1
			
	2	2	2
			
	3	3	3
			
	4	4	4
			
	5	5	5
			
	6	6	6
			
	7	7	7
			
	8	8	8
			
	9	9	9
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)			
	13) 1	16) 1	19) 1
Another brand (just tick block)			
	14) 8	17) 8	20) 8
None (just tick block)			
		9	9







(EOC 259)

- 13.2a** How many packets of **dry cat food** have you personally bought during the **PAST 7 DAYS?** (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT DRY CAT FOOD IN THE PAST 7 DAYS:

- 13.2b** Which brand or brands of dry cat food **have you bought in the PAST 7 DAYS?** (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 13.2c** Which **one** brand of dry cat food **do you buy most often?** (please tick appropriate block under "BUY MOST OFTEN" below)
- 13.2d** Which **other** brand or brands of dry cat food **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

DRY CAT FOOD	PERSONALLY BOUGHT PAST 7 DAYS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
			
	12) 1	14) 1	16) 1
			
	2	2	2
			
	3	3	3
			
	4	4	4
			
	5	5	5
			
	6	6	6
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)			
	7	7	7
Another brand (just tick block)			
	13) 8	15) 8	17) 8
None (just tick block)			
		9	9



(EOC 260)

- 13.3a** How many tins or packets of **wet dog food** have you personally bought during the **PAST 7 DAYS?** (write in number below)

(10)	(11)
------	------

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT TINS OR PACKETS OF WET DOG FOOD IN THE PAST 7 DAYS:

- 13.3b** Which brand or brands of wet dog food **have you bought in the PAST 7 DAYS?** (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 13.3c** Which **one** brand of wet dog food **do you buy most often?** (please tick appropriate block under "BUY MOST OFTEN" below)
- 13.3d** Which **other** brand or brands of wet dog food **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

WET DOG FOOD	PERSONALLY BOUGHT PAST 7 DAYS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
BOSS	2	2	2
BUTCH	3	3	3
	4	4	4
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)	5	5	5
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9











(EOC 261)

- 13.4a** How many packets of **dry dog food** have you personally bought during the **PAST 7 DAYS?** (write in number below)

(10)	(11)
------	------

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT DRY DOG FOOD IN THE PAST 7 DAYS:

- 13.4b** Which brand or brands of dry dog food **have you bought in the PAST 7 DAYS?** (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 13.4c** Which **one** brand of dry dog food **do you buy most often?** (please tick appropriate block under "BUY MOST OFTEN" below)
- 13.4d** Which **other** brand or brands of dry dog food **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

DRY DOG FOOD	PERSONALLY BOUGHT PAST 7 DAYS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	15) 1	18) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	13) 1	16) 1	19) 1
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)	2	2	2
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 262)








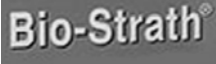




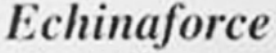




**THE FOLLOWING QUESTIONS ASK
ABOUT PERSONAL PURCHASING
DURING THE PAST FOUR WEEKS**



















14.1a How many containers of **vitamins/ supplements** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT CONTAINERS OF VITAMINS/ SUPPLEMENTS IN THE PAST 4 WEEKS:

14.1b Which brand or brands of vitamins/ supplements **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)14.1c Which **one** brand of vitamins/ supplements **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)14.1d Which **other** brand or brands of vitamins/ supplements **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

VITAMINS / SUPPLEMENTS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	13) 1	15) 1	17) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8

VITAMINS / SUPPLEMENTS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	18) 1	21) 1	24) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	19) 1	22) 1	25) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
Another brand (just tick block)	20) 8	23) 8	26) 8
None (just tick block)		9	9



List continues in right-hand column

(EOC 263)

14.2a How many packets/ boxes/ tins/ bottles of **slimming pills/ powder/ liquid** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)





ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT SLIMMING PILLS/ POWDER/ LIQUID IN THE PAST 4 WEEKS:

14.2b Which brand or brands of slimming pills/ powder/ liquid **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

14.2c Which **one** brand of slimming pills/ powder/ liquid **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)

14.2d Which **other** brand or brands of slimming pills/ powder/ liquid **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

SLIMMING PILLS / POWDER / LIQUID	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	13) 1	14) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7

SLIMMING PILLS / POWDER / LIQUID	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	15) 1	17) 1	19) 1
	2	2	2
	3	3	3
	4	4	4
Another brand (just tick block)	16) 8	18) 8	20) 8
None (just tick block)		9	9

(EOC 264)



List continues in right-hand column

15.1a How many bottles/ packets/ boxes/ sachets/ tins of **baby food** have you personally bought during the **PAST 4 WEEKS?** (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT BOTTLES/ PACKETS/ BOXES/ SACHETS/ TINS OF BABY FOOD IN THE PAST 4 WEEKS:

15.1b Which brand or brands of baby food **have you bought in the PAST 4 WEEKS?** (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

15.1c Which **one** brand of baby food **do you buy most often?** (please tick appropriate block under "BUY MOST OFTEN" below)

15.1d Which **other** brand or brands of baby food **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

BABY FOOD	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Nestle			
- Nestle Jars	12) 1	14) 1	16) 1
- Nestle Baby Delight	2	2	2
- Nestle Baby Menu	3	3	3
- Nestle Other/not sure	4	4	4

PURITY			
- Purity Bottled / Jarred Foods	5	5	5
- Purity Boxed meals & desserts	6	6	6
- Purity Juices	7	7	7
- Purity Other/not sure	8	8	8

ANOTHER BRAND (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 265)

15.2a How many packets/ boxes/ sachets of **infant cereal/ baby porridge** have you personally bought during the **PAST 4 WEEKS?** (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT PACKETS/ BOXES/ SACHETS OF INFANT CEREAL/ BABY PORRIDGE IN THE PAST 4 WEEKS:

15.2b Which brand or brands of infant cereal/ baby porridge **have you bought in the PAST 4 WEEKS?** (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

15.2c Which **one** brand of infant cereal/ baby porridge **do you buy most often?** (please tick appropriate block under "BUY MOST OFTEN" below)

15.2d Which **other** brand or brands of infant cereal/ baby porridge **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

INFANT CEREAL / BABY PORRIDGE	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Nestle			
- Nestle Cerelac	12) 1	14) 1	16) 1
- Nestle Creamy Pap Mabele	2	2	2
- Nestle Nestum	3	3	3

PURITY			
- Purity Cereals	4	4	4
- Purity Cream of Maize	5	5	5
- Purity Mabele	6	6	6
- Purity Other/not sure	7	7	7

PRONUTRO toddlers	8	8	8
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ANOTHER BRAND (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 266)

- 15.3a** How many tins/ packets/ boxes/ sachets of **infant formulae** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT TINS/ PACKETS/ BOXES/ SACHETS OF INFANT FORMULAE IN THE PAST 4 WEEKS:

- 15.3b** Which brand or brands of infant formulae **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 15.3c** Which **one** brand of infant formulae **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)
- 15.3d** Which **other** brand or brands of infant formulae **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

INFANT FORMULAE	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Abbott			
- Isomil	12) 1	15) 1	18) 1
aspen			
- Infacare	2	2	2
- S26	3	3	3
Nestlé			
- Lactogen 1	4	4	4
- Lactogen 2 Prebo	5	5	5
- Nan 1	6	6	6
- Nan 2	7	7	7
- Nan 3	8	8	8
- Nespray	9	9	9
- Nido	13) 1	16) 1	19) 1
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 267)

- 15.4a** How many packets/ boxes of **disposable nappies** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT PACKETS/ BOXES OF DISPOSABLE NAPPIES IN THE PAST 4 WEEKS:

- 15.4b** Which brand or brands of disposable nappies **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 15.4c** Which **one** brand of disposable nappies **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)
- 15.4d** Which **other** brand or brands of disposable nappies **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

DISPOSABLE NAPPIES	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Cuddlers	12) 1	14) 1	16) 1
HUGGIES	2	2	2
nappiez	3	3	3
Pampers			
- Pampers Active Baby	4	4	4
- Pampers Premium Care	5	5	5
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9










(EOC 268)

- 16.1a** How many **bottles/ cans of lavatory or toilet bowl cleaners** have you personally bought during the **PAST 4 WEEKS?** (write in number below)

(10)	(11)
------	------

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT BOTTLES/ CANS OF LAVATORY OR TOILET BOWL CLEANERS IN THE PAST 4 WEEKS:

- 16.1b** Which brand or brands of bottled/ canned lavatory or toilet bowl cleaners **have you bought in the PAST 4 WEEKS?** (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 16.1c** Which **one** brand of bottled/ canned lavatory or toilet bowl cleaners **do you buy most often?** (please tick appropriate block under "BUY MOST OFTEN" below)
- 16.1d** Which **other** brand or brands of bottled/ canned lavatory or toilet bowl cleaners **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

TOILET CLEANERS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9








(EOC 269)

- 16.2a** How many **blocks/ liquid refills of lavatory or toilet bowl cleaners** (these are put in the cistern or inserted into plastic holders in the toilet bowl) have you personally bought during the **PAST 4 WEEKS?** (write in number below)

(10)	(11)
------	------

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT BLOCKS/ LIQUID REFILLS OF LAVATORY OR TOILET BOWL CLEANERS IN THE PAST 4 WEEKS:

- 16.2b** Which brand or brands of blocks/ liquid refills of lavatory or toilet bowl cleaners **have you bought in the PAST 4 WEEKS?** (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 16.2c** Which **one** brand of blocks/ liquid refills of lavatory or toilet bowl cleaners **do you buy most often?** (please tick appropriate block under "BUY MOST OFTEN" below)
- 16.2d** Which **other** brand or brands of blocks/ liquid refills of lavatory or toilet bowl cleaners **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

TOILET BLOCKS / LIQUID REFILLS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

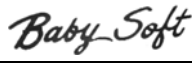




(EOC 270)

- 16.3a** How many rolls/ packets of **TOILET PAPER** have you personally bought during the **PAST 4 WEEKS?** (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT TOILET PAPER IN THE PAST 4 WEEKS:

- 16.3b** Which brand or brands of toilet paper have you bought in the **PAST 4 WEEKS?** (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 16.3c** Which **one** brand of toilet paper **do you buy most often?** (please tick appropriate block under "BUY MOST OFTEN" below)
- 16.3d** Which **other** brand or brands of toilet paper **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

TOILET PAPER	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)	6	6	6
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9


(EOC 271)

- 16.4a** How many bottles/ cans of **liquid household cleaner** have you personally bought during the **PAST 4 WEEKS?** (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT BOTTLES/ CANS OF LIQUID HOUSEHOLD CLEANER IN THE PAST 4 WEEKS:

- 16.4b** Which brand or brands of liquid household cleaner have you bought in the **PAST 4 WEEKS?** (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 16.4c** Which **one** brand of liquid household cleaner **do you buy most often?** (please tick appropriate block under "BUY MOST OFTEN" below)
- 16.4d** Which **other** brand or brands of liquid household cleaner **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

LIQUID HOUSE CLEANERS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	15) 1	18) 1
	2	2	2
	3	3	3
	4	4	4
			
Hygiene All Purpose Cleaner	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	13) 1	16) 1	19) 1
	2	2	2
	3	3	3
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 272)

16.5a How many bottles of **antiseptics** have you personally bought during the **PAST 4 WEEKS**? (write in number below)





(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT BOTTLES OF ANTISEPTICS IN THE PAST 4 WEEKS:

16.5b Which brand or brands of antiseptics **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

16.5c Which **one** brand of antiseptics **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)

16.5d Which **other** brand or brands of antiseptics **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

ANTISEPTICS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 273)

16.6a How many cans of **air freshener** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT CANS OF AIR FRESHENER IN THE PAST 4 WEEKS:

16.6b Which brand or brands of air freshener **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

16.6c Which **one** brand of air freshener **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)

16.6d Which **other** brand or brands of air freshener **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

AIR FRESHENER	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
 AIR SANITISER	8	8	8
	9	9	9
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9








(EOC 274)

- 16.7a How many bottles/sachets/refills of hand dishwashing liquid have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT BOTTLES/SACHETS/REFILLS OF **HAND** DISHWASHING LIQUID IN THE PAST 4 WEEKS:

- 16.7b Which brand or brands of hand dishwashing liquid have you bought in the **PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 16.7c Which **one** brand of hand dishwashing liquid do you buy most often? (please tick appropriate block under "BUY MOST OFTEN" below)
- 16.7d Which **other** brand or brands of hand dishwashing liquid would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

HAND DISHWASHING LIQUID	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 275)

- 16.8a How many boxes/packets/bottles of machine dishwasher powder/ tablets have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT **MACHINE** DISHWASHER POWDER/ TABLETS IN THE PAST 4 WEEKS:

- 16.8b Which brand or brands of machine dishwasher powder/tablets have you bought in the **PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 16.8c Which **one** brand of machine dishwasher powder/ tablets do you buy most often? (please tick appropriate block under "BUY MOST OFTEN" below)
- 16.8d Which **other** brand or brands of machine dishwasher powder/ tablets would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

MACHINE DISHWASHER POWDER / TABLETS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 276)

17.1a How many bottles/ jars of **spreads** (e.g. jam, honey, marmalade, cheese, peanut butter, meat, vegetable or fish spread) have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT BOTTLES/ JARS OF SPREADS IN THE PAST 4 WEEKS:

17.1b Which brand or brands of spreads have **you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

17.1c Which **one** brand of spreads **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)

17.1d Which **other** brand or brands of spreads **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

SPREADS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
ALL GOLD	12) 1	14) 1	16) 1
BEEFY BOVRIL	2	2	2
BlackCat	3	3	3
CARMEL	4	4	4
CROSSE & BLACKWELL	5	5	5
FLEURES	6	6	6
Hässler's	7	7	7
Hugo's	8	8	8
Hulett's®	9	9	9
ILLOVO	13) 1	15) 1	17) 1
KOO	2	2	2
LYLE'S	3	3	3
MARMITE	4	4	4
MELROSE	5	5	5
NOLA	6	6	6
nutella	7	7	7



List continues in right-hand column

SPREADS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
OXO	18) 1	20) 1	22) 1
PECK'S	2	2	2
REDRO	3	3	3
Rhodes	4	4	4
ROSE'S	5	5	5
Weigh-Less	6	6	6
"YUM YUM"	7	7	7
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)	8	8	8
Another brand (just tick block)	19) 8	21) 8	23) 8
None (just tick block)		9	9
















(EOC 277)

- 18.1a** How many boxes of **chocolate assortments** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)
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ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT BOXES OF CHOCOLATE ASSORTMENTS IN THE PAST 4 WEEKS:

- 18.1b** Which brand or brands of chocolate assortments **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 18.1c** Which **one** brand of chocolate assortments **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)
- 18.1d** Which **other** brand or brands of chocolate assortments **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

CHOCOLATES ASSORTED	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	15) 1	18) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	13) 1	16) 1	19) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9






(EOC 278)

- 18.2a** How many containers of **coffee creamer/ tea creamer** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)
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ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT CONTAINERS OF COFFEE CREAMER/ TEA CREAMER IN THE PAST 4 WEEKS:

- 18.2b** Which brand or brands of coffee creamer/ tea creamer **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 18.2c** Which **one** brand of coffee creamer/ tea creamer **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)
- 18.2d** Which **other** brand or brands of coffee creamer/ tea creamer **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

CREAMERS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)	6	6	6
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 279)

18.3a How many packets/ bags of **white sugar** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT PACKETS/ BAGS OF WHITE SUGAR IN THE PAST 4 WEEKS:

18.3b Which brand or brands of white sugar **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

18.3c Which **one** brand of white sugar **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)

18.3d Which **other** brand or brands of white sugar **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

WHITE SUGAR	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Hulett's ®	12) 1	14) 1	16) 1
ILLOVO	2	2	2
Selati	3	3	3
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 280)

18.4a How many packets/ bags of **brown sugar** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT PACKETS/ BAGS OF BROWN SUGAR IN THE PAST 4 WEEKS:

18.4b Which brand or brands of brown sugar **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

18.4c Which **one** brand of brown sugar **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)

18.4d Which **other** brand or brands of brown sugar **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

BROWN SUGAR	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Hulett's ®	12) 1	14) 1	16) 1
ILLOVO	2	2	2
Selati	3	3	3
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9




(EOC 281)

- 18.5a** How many boxes/ packets/ containers of **instant meals** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT BOXES/ PACKETS/ CONTAINERS OF INSTANT MEALS IN THE PAST 4 WEEKS:

- 18.5b** Which brand or brands of instant meals **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 18.5c** Which **one** brand of instant meals **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)
- 18.5d** Which **other** brand or brands of instant meals **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

INSTANT MEALS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
			
	12) 1	14) 1	16) 1
KOO	2	2	2
	3	3	3
	4	4	4
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)	5	5	5
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9


(EOC 282)

- 18.6a** How many packets/ boxes/ tins of **soup**, have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT PACKETS/ BOXES/ TINS OF SOUP IN THE PAST 4 WEEKS:

- 18.6b** Which brand or brands of soup **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 18.6c** Which **one** brand of soup **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)
- 18.6d** Which **other** brand or brands of soup **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

SOUP	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
ALL GOLD			
	12) 1	14) 1	16) 1
DENNY	2	2	2
<i>Floyd's</i>	3	3	3
<i>Heinz</i>	4	4	4
	5	5	5
<i>Knorr</i>	6	6	6
Maggi	7	7	7
Royco	8	8	8
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 283)

- 18.7a** How many boxes/ packets of **pasta** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT BOXES/ PACKETS OF PASTA IN THE PAST 4 WEEKS:

- 18.7b** Which brand or brands of pasta **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 18.7c** Which **one** brand of pasta **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)
- 18.7d** Which **other** brand or brands of pasta **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

PASTA	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Barilla	12) 1	14) 1	16) 1
FATTI'S & MONI'S	3	3	3
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)	4	4	4
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9







(EOC 284)

- 18.8a** How many **fresh/ frozen chickens** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT FRESH/ FROZEN CHICKENS IN THE PAST 4 WEEKS:

- 18.8b** Which brand or brands of fresh/ frozen chickens **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 18.8c** Which **one** brand of fresh/ frozen chickens **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)
- 18.8d** Which **other** brand or brands of fresh/ frozen chickens **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

FRESH / FROZEN CHICKENS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)	7	7	7
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9








(EOC 285)

- 18.9a** How many packets of **frozen vegetables** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT PACKETS OF FROZEN VEGETABLES IN THE PAST 4 WEEKS:

- 18.9b** Which brand or brands of frozen vegetables **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 18.9c** Which **one** brand of frozen vegetables **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)
- 18.9d** Which **other** brand or brands of frozen vegetables **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

FROZEN VEGETABLES	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)	8	8	8
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9



(EOC 286)

- 18.10a** How many packets of **frozen potatoes/ chips/ wedges/ fries** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT PACKETS OF FROZEN POTATOES/ CHIPS/ WEDGES/ FRIES IN THE PAST 4 WEEKS:

- 18.10b** Which brand or brands of frozen potatoes/ chips/ wedges/ fries **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 18.10c** Which **one** brand of frozen potatoes/ chips/ wedges/ fries **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)
- 18.10d** Which **other** brand or brands of frozen potatoes/ chips/ wedges/ fries **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

FROZEN POTATOES / CHIPS / WEDGES / FRIES	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)	3	3	3
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 287)

18.11a How many tins of **tinned/canned fish** have you personally bought during the **PAST 4 WEEKS**? (write in number below)





(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT TINNED/CANNED FISH IN THE PAST 4 WEEKS:

18.11b Which brand or brands of tinned/canned fish **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

18.11c Which **one** brand of tinned/canned fish **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)

18.11d Which **other** brand or brands of tinned/canned fish **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

TINNED/CANNED FISH	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)	5	5	5
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 288)

18.12a How many **tubs** (family size) of **ice cream/ sorbet** have you personally bought during the **PAST 4 WEEKS**? (write in number below)









(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT TUBS (FAMILY SIZE) OF ICE CREAM/ SORBET IN THE PAST 4 WEEKS:

18.12b Which brand or brands of ice cream/ sorbet (family size in tubs) **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

18.12c Which **one** brand of ice cream/ sorbet (family size in tubs) **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)

18.12d Which **other** brand or brands of ice cream/ sorbet (family size in tubs) **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

ICE CREAM TUBS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9





(EOC 289)

19.1a How many packets/ boxes of **savoury biscuits** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)



ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT PACKETS/ BOXES OF SAVOURY BISCUITS IN THE PAST 4 WEEKS:

19.1b Which brand or brands of savoury biscuits have **you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)19.1c Which **one** brand of savoury biscuits **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)19.1d Which **other** brand or brands of savoury biscuits **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

SAVOURY BISCUITS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
<i>BettaSnack</i>	12) 1	14) 1	16) 1
Carr's	2	2	2
Crackerbread	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
GOURMET CRACKERS	8	8	8
KIPS	9	9	9
MATZO CRACKERS	13) 1	15) 1	17) 1
^{mini} Cheddars	2	2	2
PRO VITA	3	3	3
RYVITA	4	4	4
SALTICRAX	5	5	5
SAVOY	6	6	6
<i>Snacktime</i>	7	7	7



List continues in right-hand column

SAVOURY BISCUITS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	18) 1	20) 1	22) 1
	2	2	2
WATER CRACKERS	3	3	3
<i>VitaSnack</i>	4	4	4
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)	5	5	5
Another brand (just tick block)	19) 8	21) 8	23) 8
None (just tick block)		9	9

(EOC 290)

19.2a How many packets/ boxes of **biscuits** (not rusks or savoury biscuits) have you personally bought during the **PAST 4 WEEKS**? (write in number below)


(10)	(11)






ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT PACKETS/ BOXES OF BISCUITS (NOT RUSKS OR SAVOURY BISCUITS) IN THE PAST 4 WEEKS:

19.2b Which brand or brands of biscuits (not rusks or savoury biscuits) **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

19.2c Which **one** brand of biscuits (not rusks or savoury biscuits) **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)

19.2d Which **other** brand or brands of biscuits (not rusks or savoury biscuits) **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

BISCUITS (NOT RUSKS OR SAVOURY BISCUITS)	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
			
- Bakers Boudoir	12) 1	14) 1	16) 1
- Bakers BN	2	2	2
- Bakers Blue Label Marie	3	3	3
- Bakers Choice Assorted	4	4	4
- Bakers Choc-kits	5	5	5
- Bakers Eet-Sum-Mor	6	6	6
- Bakers Froozels	7	7	7
- Bakers Ginger Nuts	8	8	8
- Bakers Iced ZOO	9	9	9
- Bakers Jolly Jammers	13) 1	15) 1	17) 1
- Bakers Nuttocrust	2	2	2
- Bakers Red Label Lemon Creams	3	3	3
- Bakers Romany Creams	4	4	4
- Bakers Royal Creams	5	5	5
- Bakers Tennis	6	6	6
- Bakers Strawberry Whirls	7	7	7
- Bakers Other/not sure	8	8	8

BISCUITS (NOT RUSKS OR SAVOURY BISCUITS)	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
			
- Baumann's Lemon Creams	18) 1	21) 1	24) 1
- Baumann's Marie Biscuits	2	2	2
- Baumann's Match Biscuits	3	3	3
- Baumann's Tanner	4	4	4
- Baumann's Topper Creams	5	5	5
- Baumann's Wafers	6	6	6
- Baumann's Other/not sure	7	7	7
	8	8	8
	9	9	9
	19) 1	22) 1	25) 1
	2	2	2
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)	3	3	3
ANOTHER BRAND (just tick block)	20) 8	23) 8	26) 8
None (just tick block)		9	9

(EOC 291)



List continues in right-hand column

19.3a How many packets/ boxes of **breakfast cereals** (that can be served with hot/ cold milk), have you personally bought during the **PAST 4 WEEKS?** (write in number below)?





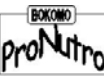











(10)	(11)














ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT PACKETS/ BOXES OF BREAKFAST CEREALS THAT CAN BE SERVED WITH HOT/ COLD MILK IN THE PAST 4 WEEKS:

19.3b Which brand or brands of breakfast cereals that can be served with hot/ cold milk have you bought in the **PAST 4 WEEKS?** (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

19.3c Which **one** brand of breakfast cereal that can be served with hot/ cold milk **do you buy most often?** (please tick appropriate block under "BUY MOST OFTEN" below)

19.3d Which **other** brand or brands of breakfast cereals that can be served with hot/ cold milk **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

BREAKFAST CEREALS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	13) 1	15) 1	17) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7

BREAKFAST CEREALS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	18) 1	21) 1	24) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
Other Kelloggs Cereals	19) 1	22) 1	25) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
Another brand (just tick block)	20) 8	23) 8	26) 8
None (just tick block)		9	9



List continues in right-hand column








(EOC 292)

- 19.4a** How many packets/ boxes of **porridge that you cook (excluding mealie meal)** have you personally bought during the **PAST 4 WEEKS?** (write in number below)?

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT PACKETS/ BOXES OF PORRIDGE THAT YOU COOK (EXCLUDING MEALIE MEAL) IN THE PAST 4 WEEKS:

- 19.4b** Which brand or brands of porridge that you cook (excluding mealie meal), **have you bought in the PAST 4 WEEKS?** (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 19.4c** Which **one** brand of porridge that you cook (excluding mealie meal) **do you buy most often?** (please tick appropriate block under "BUY MOST OFTEN" below)
- 19.4d** Which **other** brand or brands of porridge that you cook (excluding mealie meal) **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

PORRIDGE THAT YOU COOK	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 293)



PLEASE GO TO NEXT PAGE

19.5a How many **bricks** (in foil or paper wrapping) of **yellow margarine/ butter** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)
------	------

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT BRICKS OF YELLOW MARGARINE/ BUTTER IN THE PAST 4 WEEKS:

19.5b Which brand or brands of yellow margarine/ butter (brick) **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

19.5c Which **one** brand of yellow margarine/ butter (brick) **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)

19.5d Which **other** brand or brands of yellow margarine/ butter (brick) **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

BRICK - MARGARINE / BUTTER	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	15) 1	18) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
LURPAK	8	8	8
MooiRiver	9	9	9
More	13) 1	16) 1	19) 1
	2	2	2
parmalat	3	3	3
	4	4	4
Stork	5	5	5
	6	6	6
Wooden Spoon	7	7	7
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)	8	8	8
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 294)

19.6a How many **tubs** (plastic containers) of **yellow margarine/ butter** have you personally bought during the **PAST 4 WEEKS**? (write in number below)


(10)	(11)
------	------

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT TUBS OF YELLOW MARGARINE/ BUTTER IN THE PAST 4 WEEKS:

19.6b Which brand or brands of yellow margarine/ butter (in a tub) **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

19.6c Which **one** brand of yellow margarine/ butter (in a tub) **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)

19.6d Which **other** brand or brands of yellow margarine/ butter (in a tub) **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

TUB - MARGARINE / BUTTER	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	15) 1	18) 1
	2	2	2
	3	3	3
Flora	4	4	4
	5	5	5
	6	6	6
LURPAK	7	7	7
More	8	8	8
NuVo	9	9	9
	13) 1	16) 1	19) 1
OLIVIO	2	2	2
	3	3	3
Stork	4	4	4
	5	5	5
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)	6	6	6
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 295)

19.7a How many packets/ tubs of **cheese** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT PACKETS/ TUBS OF CHEESE IN THE PAST 4 WEEKS:

19.7b Which **type or types** of cheese **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

19.7c Which **one type** of cheese **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)

19.7d Which **other** type or types of cheese **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

CHEESE	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Cheddar – Mature	12) 1	14) 1	16) 1
Cheddar – Mild	2	2	2
Cottage Cheese	3	3	3
Edam	4	4	4
Feta	5	5	5
Gouda/ Sweetmilk	6	6	6
Mozzarella	7	7	7
Tusser's	8	8	8
Specialty Cheese (eg. Brie, Camembert)	9	9	9
Another type (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 296)

19.8a How many containers of **long-life milk** have you personally bought during the **PAST 4 WEEKS**? (write in number below)











(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT CONTAINERS OF LONG-LIFE MILK IN THE PAST 4 WEEKS:

19.8b Which brand or brands of long-life milk **have you bought the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

19.8c Which **one** brand of long-life milk **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)

19.8d Which **other** brand or brands of long-life milk **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

LONG-LIFE MILK	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	15) 1	18) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	13) 1	16) 1	19) 1
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)	2	2	2
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9












(EOC 297)

- 19.9a** How many containers of **hot or cold flavoured milk drinks** (i.e. flavoured powder that you add to milk or water) have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT HOT OR COLD FLAVOURED MILK DRINKS (I.E. FLAVOURED POWDER THAT YOU ADD TO MILK OR WATER) IN THE PAST 4 WEEKS:

- 19.9b** Which brand or brands of hot or cold flavoured milk drinks **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 19.9c** Which **one** brand of hot or cold flavoured milk drinks **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)
- 19.9d** Which **other** brand or brands of hot or cold flavoured milk drinks **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

FLAVOURED MILK	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	15) 1	18) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	13) 1	16) 1	19) 1
	2	2	2
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9









(EOC 298)

- 19.10a** How many packets/ bags of **mealie meal** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT PACKETS/ BAGS OF MEALIE MEAL IN THE PAST 4 WEEKS:

- 19.10b** Which brand or brands of mealie meal **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 19.10c** Which **one** brand of mealie meal **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)
- 19.10d** Which **other** brand or brands of mealie meal **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

MEALIE MEAL	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)	9	9	9
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 299)

19.11a How many packets of **rice** have you personally bought during the **PAST 4 WEEKS**? (write in number below)







(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT PACKETS OF RICE IN THE PAST 4 WEEKS:

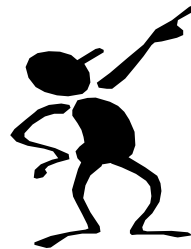
19.11b Which brand or brands of rice **have you bought the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

19.11c Which **one** brand of rice **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)

19.11d Which **other** brand or brands of rice **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

RICE	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	15) 1	18) 1
	2	2	2
	4	4	4
	5	5	5
	6	6	6
			
- Tastic Plain	7	7	7
- Tastic Flavoured Rice	8	8	8
- Tastic Natures	9	9	9
- Tastic Rices of the World	13) 1	16) 1	19) 1
- Tastic Simply Delicious	2	2	2
Any Other Brand of Wild/ Brown rice	3	3	3
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 300)



PLEASE GO TO NEXT PAGE

19.12a How many bottles/packets/pouches/bags of **sauc**es (e.g. chutney, mustard, tomato sauce, pasta sauce, hot sauces, cook-in sauces or brown sauces) have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)







ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT SAUCES (E.G. CHUTNEY, MUSTARD, TOMATO SAUCE, PASTA SAUCE, HOT SAUCES, COOK-IN SAUCES OR BROWN SAUCES) IN THE PAST 4 WEEKS:

19.12b Which brand or brands of sauces have you bought in the **PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

19.12c Which **one** brand of sauces **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below))

19.12d Which **other** brand or brands of sauces **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

SAUCES	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	13) 1	15) 1	17) 1
	2	2	2
	3	3	3
	4	4	4

SAUCES	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	18) 1	20) 1	22) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)	9	9	9
Another brand (just tick block)	19) 8	21) 8	23) 8
None (just tick block)		9	9

(EOC 301)



List continues in right-hand column

20.1a How many individual bars/containers of **hand/body soap (bars or liquid)** have you personally bought during the **PAST 4 WEEKS**? (write in number below)





(10)	(11)



ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT INDIVIDUAL BARS/ CONTAINERS OF HAND/BODY SOAP (BARS OR LIQUID) IN THE PAST 4 WEEKS:

20.1b Which brand or brands of hand/body soap **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

20.1c Which **one** brand of hand/body soap **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)

20.1d Which **other** brand or brands of hand/body soap **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

HAND/BODY SOAP	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Breeze	12) 1	14) 1	16) 1
CLINIQUE	2	2	2
Colgate	3	3	3
<i>Dove</i>	4	4	4
	5	5	5
	6	6	6
LUX	7	7	7
Lifebuoy	8	8	8
MEDISAN	9	9	9
<i>Orchard</i>	13) 1	15) 1	17) 1
Palmolive	2	2	2
PEARS	3	3	3
	4	4	4
	5	5	5
<i>Satiskin</i>	6	6	6
Savlon	7	7	7

HAND/BODY SOAP	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	18) 1	20) 1	22) 1
SILK-E	2	2	2
Sunlight	3	3	3
	4	4	4
<i>Vinolia</i>	5	5	5
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)	6	6	6
Another brand (just tick block)	19) 8	21) 8	23) 8
None (just tick block)		9	9

(EOC 302)



List continues in right-hand column

20.2a How many tubes of **toothpaste** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT TUBES OF TOOTHPASTE IN THE PAST 4 WEEKS:

20.2b Which brand or brands of toothpaste **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

20.2c Which **one** brand of toothpaste **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)

20.2d Which **other** brand or brands of toothpaste **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

TOOTHPASTE	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Aquafresh	12) 1	15) 1	18) 1
Bambino	2	2	2
CLOSE-UP	3	3	3
Colgate	4	4	4
Dentazyme	5	5	5
Herbal Choice	6	6	6
macleans	7	7	7
mentadent P	8	8	8
NATURAL WHITE	9	9	9
Oral-B	13) 1	16) 1	19) 1
Pepsodent	2	2	2
Plus+White	3	3	3
SENSODYNE	4	4	4
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 303)

20.3a How many boxes/ packets of **facial tissues** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT BOXES/ PACKETS OF FACIAL TISSUES IN THE PAST 4 WEEKS:

20.3b Which brand or brands of facial tissues **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

20.3c Which **one** brand of facial tissues **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)

20.3d Which **other** brand or brands of facial tissues **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

FACIAL TISSUES	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Kleenex	12) 1	14) 1	16) 1
TWINSAYER	2	2	2
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)	3	3	3
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9






(EOC 304)

20.4a How many boxes/ bottles of **washing powder/liquid** (regular/ concentrated) have you personally bought during the **PAST 4 WEEKS?** (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT BOXES/ BOTTLES OF WASHING POWDER/LIQUID (REGULAR/ CONCENTRATED) IN THE PAST 4 WEEKS:

- 20.4b** Which brand or brands of washing powder/liquid (regular or concentrated) **have you bought in the PAST 4 WEEKS?** (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 20.4c** Which **one** brand of washing powder/liquid (regular or concentrated) **do you buy most often?** (please tick appropriate block under "BUY MOST OFTEN" below)
- 20.4d** Which **other** brand or brands of washing powder/liquid (regular or concentrated) **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

WASHING POWDER/LIQUID	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	15) 1	18) 1
Bingo	2	2	2
	3	3	3
Biotex	4	4	4
Daisy	5	5	5
<i>Eco Soft</i>	6	6	6
JK	7	7	7
	8	8	8
OMO	9	9	9
Punch	13) 1	16) 1	19) 1
<i>skip</i>	2	2	2
	3	3	3
<i>surf</i>	4	4	4
	5	5	5
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)	6	6	6
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9


(EOC 305)

20.5a How many plastic bottles or refill sachets of **regular or concentrated fabric softeners** have you personally bought during the **PAST 4 WEEKS?** (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT PLASTIC BOTTLES OR REFILL SACHETS OF REGULAR OR CONCENTRATED FABRIC SOFTENERS IN THE PAST 4 WEEKS:

- 20.5b** Which brand or brands of regular or concentrated fabric softener, **have you bought in the PAST 4 WEEKS?** (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 20.5c** Which **one** brand of regular or concentrated fabric softener **do you buy most often?** (please tick appropriate block under "BUY MOST OFTEN" below)
- 20.5d** Which **other** brand or brands of regular or concentrated fabric softener **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

FABRIC SOFTENER	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	15) 1	18) 1
<i>Country Pride</i>	2	2	2
Daisy	3	3	3
	4	4	4
<i>Nice 'n Soft</i>	5	5	5
<i>Personal Touch</i>	6	6	6
SPUN SOFT	7	7	7
Sta-Soft	8	8	8
	9	9	9
<i>surf</i>	13) 1	16) 1	19) 1
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)	2	2	2
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 306)

- 20.6a** How many individual **batteries** (such as torch/ penlight/ other, not car batteries) have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT INDIVIDUAL BATTERIES IN THE PAST 4 WEEKS:

- 20.6b** Which brand or brands of individual batteries (such as torch/ penlight/ other, not car batteries) **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 20.6c** Which **one** brand of individual batteries (such as torch/ penlight/ other, not car batteries) **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)
- 20.6d** Which **other** brand or brands of individual batteries (such as torch/ penlight/ other, not car batteries) **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

BATTERIES	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
DURACELL	12) 1	14) 1	16) 1
Energizer	2	2	2
EVEREADY	3	3	3
Panasonic	4	4	4
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 307)

- 20.7a** How many cans/ boxes/ bottles of **household insecticides/ repellants** have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT CANS/ BOXES/ BOTTLES OF HOUSEHOLD INSECTICIDES/ REPELLANTS IN THE PAST 4 WEEKS:

- 20.7b** Which brand or brands of household insecticides/ repellants **have you bought in the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 20.7c** Which **one** brand of household insecticides/ repellants **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)
- 20.7d** Which **other** brand or brands of household insecticides/ repellants **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

INSECTICIDES / REPELLANTS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Baygon	12) 1	15) 1	18) 1
Bayer	2	2	2
Coopers	3	3	3
DOOM	4	4	4
FAST KILL	5	5	5
DYANT	6	6	6
DYFLEA	7	7	7
DYROACH	8	8	8
EFEKTO	9	9	9
Mortein	13) 1	16) 1	19) 1
MOZZO WEAR	2	2	2
Peaceful Sleep	3	3	3
Raid	4	4	4
TARGET	5	5	5
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 308)

**THE QUESTIONS IN THE FOLLOWING
3 CATEGORIES ARE FOR WOMEN
ONLY**

(Men: Go to Page 77)

WOMEN ONLY
(MEN: Go to page 77)

QUESTIONS 21.1, 21.2 AND 21.3 MUST ONLY BE ANSWERED BY WOMEN

PERSONALLY BOUGHT DURING THE PAST 4 WEEKS:

309

pg 75

21.1a How many items of **cosmetics / make-up** (eg. base, blusher, lipstick, eye-shadow, mascara) have you personally bought during the **PAST 4 WEEKS**? (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT COSMETICS/ MAKE-UP IN THE PAST 4 WEEKS:

21.1b Which brand or brands of cosmetics/ make-up **have you bought during the PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

21.1c Which **one** brand of cosmetics/ make-up **do you buy most often**? (please tick appropriate block under "BUY MOST OFTEN" below)

21.1d Which **other** brand or brands of cosmetics/ make-up **would you consider in the future**? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

COSMETICS / MAKE-UP	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
ALMAY	12) 1	14) 1	16) 1
AVON	2	2	2
THE BODY SHOP	3	3	3
CLARINS	4	4	4
CLINIQUE	5	5	5
COVERDERM	6	6	6
Elizabeth Arden	7	7	7
ESTÉE LAUDER	8	8	8
GALLIA	9	9	9
GARNIER	13) 1	15) 1	17) 1
LANCÔME	2	2	2
L'ORÉAL	3	3	3
MAX FACTOR	4	4	4
MAYBELLINE	5	5	5

COSMETICS / MAKE-UP	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
REVLON	18) 1	20) 1	22) 1
RIMMEL	2	2	2
ROC	3	3	3
YARDLEY	4	4	4
House Brands	5	5	5
Another brand (just tick block)	19) 8	21) 8	23) 8
None (just tick block)		9	9

(EOC 309)



List continues in right-hand column

21.2a How many packets/ boxes of **adhesive/loop sanitary protection pads** have you personally bought during the **PAST 4 WEEKS?** (write in number below)


(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT PACKETS/BOXES OF ADHESIVE/LOOP SANITARY PROTECTION PADS IN THE PAST 4 WEEKS:

21.2b Which brand or brands of adhesive/loop pads **have you bought during the PAST 4 WEEKS?** (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

21.2c Which **one** brand of adhesive/loop pads **do you buy most often?** (please tick appropriate block under "BUY MOST OFTEN" below)

21.2d Which **other** brand or brands of adhesive/loop pads **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

SANITARY PADS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
<i>always</i>	12) 1	15) 1	18) 1
Anyday	2	2	2
Comfitex	3	3	3
<i>Carefree</i>	4	4	4
Dr. WHITES	5	5	5
Kotex	6	6	6
<i>Lifestyle</i>	7	7	7
<i>Lil-lets</i>	8	8	8
NEW FREEDOM	9	9	9
Stayfree	13) 1	16) 1	19) 1
	2	2	2
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 310)

21.3a How many boxes of **tampons** have you personally bought during the **PAST 4 WEEKS?** (write in number below)


(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT BOXES OF TAMPONS IN THE PAST 4 WEEKS:

21.3b Which brand or brands of tampons **have you bought during the PAST 4 WEEKS?** (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

21.3c Which **one** brand of tampons **do you buy most often?** (please tick appropriate block under "BUY MOST OFTEN" below)

21.3d Which **other** brand or brands of tampons **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

TAMPONS	PERSONALLY BOUGHT PAST 4 WEEKS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
Kotex	12) 1	14) 1	16) 1
<i>Lil-lets</i>	2	2	2
	3	3	3
TAMPAX	4	4	4
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 311)








**THE FOLLOWING QUESTIONS ASK
ABOUT PERSONAL PURCHASE
DURING THE PAST SIX MONTHS**

- 22.1a** How many bottles /boxes of **herbs and/or spices** (excluding salt and pepper) have you personally bought during the **PAST 6 MONTHS?** (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT BOTTLES/ BOXES OF HERBS AND/OR SPICES (EXCLUDING SALT AND PEPPER) IN THE PAST 6 MONTHS:

- 22.1b** Which brand or brands of herbs and/or spices **have you bought in the PAST 6 MONTHS?** (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 22.1c** Which **one** brand of herbs and/or spices **do you buy most often?** (please tick appropriate block under "BUY MOST OFTEN" below)
- 22.1d** Which **other** brand or brands of herbs and/or spices **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

HERB/ SPICE BOTTLES / BOXES	PERSONALLY BOUGHT PAST 6 MONTHS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	14) 1	16) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)	8	8	8
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9











(EOC 312)

- 22.2a** How many **toothbrushes** have you personally bought during the **PAST 6 MONTHS?** (write in number below)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT TOOTHBRUSHES IN THE PAST 6 MONTHS:

- 22.2b** Which brand or brands of toothbrushes **have you bought in the PAST 6 MONTHS?** (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)
- 22.2c** Which **one** brand of toothbrushes **do you buy most often?** (please tick appropriate block under "BUY MOST OFTEN" below)
- 22.2d** Which **other** brand or brands of toothbrushes **would you consider in the future?** (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

TOOTHBRUSHES	PERSONALLY BOUGHT PAST 6 MONTHS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
	12) 1	15) 1	18) 1
	2	2	2
	3	3	3
	4	4	4
	5	5	5
	6	6	6
	7	7	7
	8	8	8
	9	9	9
	13) 1	16) 1	19) 1
Another brand (just tick block)	14) 8	17) 8	20) 8
None (just tick block)		9	9

(EOC 313)

22.3a How many tubes/ tubs/ sprays of **healing ointment** have you personally bought during the **PAST 6 MONTHS**? (*write in number below*)

(10)	(11)

ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT TUBES/ TUBS/ SPRAYS OF HEALING OINTMENT IN THE PAST 6 MONTHS:

22.3b Which brand or brands of healing ointment **have you bought in the PAST 6 MONTHS**? (*please tick appropriate block or blocks under "PERSONALLY BOUGHT" below*)

22.3c Which **one** brand of healing ointment **do you buy most often**? (*please tick appropriate block under "BUY MOST OFTEN" below*)

22.3d Which **other** brand or brands of healing ointment **would you consider in the future**? (*please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below*)

HEALING OINTMENT / SPRAYS	PERSONALLY BOUGHT PAST 6 MONTHS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
BORSTOL® CHEST RUB	12) 1	14) 1	16) 1
DEEP HEAT	2	2	2
EASTUM	3	3	3
NUROFEN	4	4	4
Reparil-Gel	5	5	5
VICKS	6	6	6
Voltaren	7	7	7
WOODS® MEDIRUB	8	8	8
Zam-Buk	9	9	9
Another brand (just tick block)	13) 8	15) 8	17) 8
None (just tick block)		9	9

(EOC 314)



PLEASE GO TO NEXT PAGE

22.4a How many tins of household paint have you personally bought during the **PAST 6 MONTHS**? (write in number below)





(10)	(11)




ANSWER THE FOLLOWING QUESTIONS ONLY IF YOU HAVE PERSONALLY BOUGHT TINS OF HOUSEHOLD PAINT IN THE PAST 6 MONTHS:

22.4b Which brand or brands of household paint have you bought in the **PAST 6 MONTHS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT" below)

22.4c Which **one** brand of household paint do you buy most often? (please tick appropriate block under "BUY MOST OFTEN" below)

22.4d Which **other** brand or brands of household paint would you consider in the future? (please tick appropriate block or blocks under "CONSIDER IN THE FUTURE" below)

HOUSEHOLD PAINT	PERSONALLY BOUGHT PAST 6 MONTHS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
			
	12) 1	14) 1	16) 1
			
- Dulux Berger Master	2	2	2
- Dulux Fixit	3	3	3
- Dulux Luxurious Silk	4	4	4
- Dulux Rock Grip	5	5	5
- Dulux Signature Collection	6	6	6
- Dulux Wallguard	7	7	7
- Dulux Weatherguard	8	8	8
- Dulux Woodguard	9	9	9
- Dulux Other	13) 1	15) 1	17) 1
			
	2	2	2
			
	3	3	3

HOUSEHOLD PAINT	PERSONALLY BOUGHT PAST 6 MONTHS	BUY MOST OFTEN - ONE ANSWER ONLY	CONSIDER IN THE FUTURE
			
- Plascon Cashmere	18) 1	21) 1	24) 1
- Plascon Double Velvet	2	2	2
- Plascon Micatex	3	3	3
- Plascon Nuroof	4	4	4
- Plascon Velvagio	5	5	5
- Plascon Wall & All	6	6	6
- Plascon Woodcare	7	7	7
- Plascon Other	8	8	8
			
	9	9	9
			
	19) 1	22) 1	25) 1
House Brands (e.g. Pick 'n Pay, Shoprite, Spar)	2	2	2
Another brand (just tick block)	20) 8	23) 8	26) 8
None (just tick block)		9	9

(EOC 315)



List continues in right-hand column

23. Please indicate, the **NUMBER** of spoons of sugar that you **PERSONALLY USED YESTERDAY.**
(In tea, coffee, beverages or cereal)

23.1 Used

(10)	(11)

 spoons of **sugar** (in tea, coffee, beverages or cereal) **YESTERDAY**

(EOC 316)



GO TO NEXT PAGE

INTERESTS AND ACTIVITIES SECTION (Questions 24 to 35)

24a Which of the following **sports or activities**, listed below, are you **interested in**? (please tick appropriate block or blocks under "INTERESTED IN" below)

ANSWER QUESTIONS 24b AND 24c FOR EACH SPORT/ ACTIVITY YOU TICKED IN 24a:

24b During the **past 12 months** which, if any, of these sports or activities **have you participated in**? (please tick appropriate block or blocks under "PARTICIPATED PAST 12 MONTHS" below)


24c And during the **past 12 months**, which of these sports or activities **have you attended a live performance/exhibition of**? (please tick appropriate block or blocks under "ATTENDED PAST 12 MONTHS" below)

	24a INTERESTED IN	24b PARTICIPATED PAST 12 MONTHS	24c ATTENDED PAST 12 MONTHS
Adventure sports, e.g. Sky diving, Bungee jumping, White water rafting	(10) 1	(13) 1	(16) 1
Aerobics / Pilates / Yoga	2	2	2
Athletics	3	3	3
Basketball	4	4	4
Billiards / Pool / Snooker	5	5	5
Boxing/ Wrestling	6	6	6
Cricket	7	7	7
Cycling	8	8	8
Dancing e.g. Traditional, Ballet, Modern, etc.	9	9	9
Fishing	0	0	0
Golf	(11) 1	(14) 1	(17) 1
Gymnastics	2	2	2
Hockey	3	3	3
Horse Riding	4	4	4
Hunting / Shooting	5	5	5
Jogging / Running for sport or exercise	6	6	6
Lawn Bowls	7	7	7
Martial Arts e.g. Judo, Karate	8	8	8
Motorsport	9	9	9
Netball	0	0	0
Rugby	(12) 1	(15) 1	(18) 1
Soccer	2	2	2
Squash	3	3	3
Swimming	4	4	4
Tennis	5	5	5
Volleyball	6	6	6
Walking / Hiking for sport or exercise	7	7	7
Water Sports e.g. Skiing, Sailing, Scuba Diving	8	8	8
None of these	9	9	9

25a For the activities listed below, please indicate your **personal frequency of each activity**, if at all: *(please tick the appropriate FREQUENCY next to each activity listed)*

	WEEKLY	MONTHLY	YEARLY	LESS OFTEN	NOT AT ALL
Singing, e.g. in a choir (19)	1	2	3	4	5
Bake for pleasure (20)	1	2	3	4	5
Cook for pleasure (21)	1	2	3	4	5
Knitting/ crochet/ needlework/ tapestry/ sewing/ dressmaking (22)	1	2	3	4	5
Scrapbooking/ decoupage/ other arts and crafts e.g. beading, pottery, painting, mosaic, etc. (23)	1	2	3	4	5
Have beauty treatments, e.g. manicure, pedicure, facial (24)	1	2	3	4	5
Visit a hair salon (25)	1	2	3	4	5
Go to nightclubs/ discos/ raves (26)	1	2	3	4	5
Use of a computer at home (27)	1	2	3	4	5
DIY ("do-it-yourself") activities (28)	1	2	3	4	5
Home decorating (29)	1	2	3	4	5
Attend lectures/ studying part-time (30)	1	2	3	4	5
Read books (excluding text books) (31)	1	2	3	4	5
Read a newspaper with local news that is for sale in your town (32)	1	2	3	4	5
Read a free newspaper delivered to your home / collected from a shopping centre or taxi rank (33)	1	2	3	4	5
Read a free magazine delivered to your home / collected from a shopping centre, school or taxi rank (34)	1	2	3	4	5
Use newspaper educational sections to help with school work (35)	1	2	3	4	5
Visit a library (36)	1	2	3	4	5
Hire a DVD for home viewing/ watch DVDs (37)	1	2	3	4	5
Eat in a restaurant / steakhouse, excluding workplace canteens (38)	1	2	3	4	5
Personally order take-away food to be delivered to your home or place of work (39)	1	2	3	4	5
Gamble at a casino (40)	1	2	3	4	5
Place a bet on horseracing with a bookmaker / bookie or on the tote / TAB (41)	1	2	3	4	5
Buy lottery tickets (42)	1	2	3	4	5
Buy scratch cards (43)	1	2	3	4	5
Do cross-words/ puzzles (44)	1	2	3	4	5
Use a computer at work (45)	1	2	3	4	5
Play games that came pre-installed on your cellphone/ computer, or using a bought disc (46)	1	2	3	4	5
Play Internet games on-line by yourself or with others (47)	1	2	3	4	5
Play games on a portable hand-held device (e.g. PSP, Nintendo DS) (48)	1	2	3	4	5
Play games on a console (e.g. PlayStation, Xbox, Wii) (49)	1	2	3	4	5
Participate in card games (50)	1	2	3	4	5
Play board games, e.g. monopoly, scrabble, chess (51)	1	2	3	4	5
Buy DVD discs/ compact discs (CDs) (52)	1	2	3	4	5
Buy video/ computer games (53)	1	2	3	4	5
Buy toys/ other games (54)	1	2	3	4	5
Gardening: tending to flowers, plants, the lawn, etc. (55)	1	2	3	4	5
Gardening: growing vegetables, fruit, crops, etc (56)	1	2	3	4	5
Attend a stokvel/ Gooi-club/ syndicate / society meeting (57)	1	2	3	4	5
Attend a burial society meeting (58)	1	2	3	4	5
Attend a funeral (59)	1	2	3	4	5
Attend traditional gatherings (60)	1	2	3	4	5
Attend weddings (61)	1	2	3	4	5

(EOC 501)



List continues in right-hand column

25b For the activities listed below, please indicate your **personal frequency of each activity**, if at all: *(please tick the appropriate FREQUENCY next to each activity listed)*

	WEEKLY	MONTHLY	YEARLY	LESS OFTEN	NOT AT ALL
Attend a gym/ health club (10)	1	2	3	4	5
Participate in other exercise (not at a gym / health club) (11)	1	2	3	4	5
Go on diet (12)	1	2	3	4	5
Use slimming preparations to try to lose some weight (13)	1	2	3	4	5
Go to the doctor/ dentist/ clinic/ other health care professional (14)	1	2	3	4	5
Play a musical instrument (15)	1	2	3	4	5
Bird watch (16)	1	2	3	4	5
Photography (17)	1	2	3	4	5
Go to the beach (18)	1	2	3	4	5
Camping (19)	1	2	3	4	5
Caravanning (20)	1	2	3	4	5
Travel in a minibus/taxi (21)	1	2	3	4	5
Travel on a bus (22)	1	2	3	4	5
Travel on the Gautrain (23)	1	2	3	4	5
Travel on any other train (24)	1	2	3	4	5
Travel in private transport i.e., your or someone else's motor vehicle/motor bike (25)	1	2	3	4	5



List continues in right-hand column

	WEEKLY	MONTHLY	YEARLY	LESS OFTEN	NOT AT ALL
Visit a game reserve (26)	1	2	3	4	5
Attend a church/ synagogue/temple/mosque or other religious service/ gathering (excluding funerals) (27)	1	2	3	4	5
Shop for pleasure (28)	1	2	3	4	5
Attend a book club (29)	1	2	3	4	5
Have/ attend dinner parties at home/ with friends (30)	1	2	3	4	5
Visit pubs/ bars /shebeens/ taverns (31)	1	2	3	4	5
Have a braai (32)	1	2	3	4	5
Have a picnic (33)	1	2	3	4	5
Catch up with work after hours (34)	1	2	3	4	5
Hire a car (35)	1	2	3	4	5
Visit an art gallery/museum (36)	1	2	3	4	5
Blogging (37)	1	2	3	4	5
Tune into a TV show/radio station/Internet site or read a newspaper/magazine because of a comment seen on e.g. Facebook, Twitter, WhatsApp or SMS (38)	1	2	3	4	5

26a Please indicate which of the following items you have **PERSONALLY BOUGHT**, either for yourself or as a gift, during the **past 12 months**. (tick "Yes" or "No" next to each item below)

	YES	NO
1. Perfume costing R300 or more	(39) 1	2
2. Aftershave costing R300 or more	(40) 1	2
3. A watch costing R700 or more	(41) 1	2
4. Any jewellery costing R700 or more	(42) 1	2
5. Sunglasses costing R700 or more	(43) 1	2

ANSWER QUESTIONS 26b AND 26c ONLY IF YOU TICKED "YES" FOR WATCH AND/OR JEWELLERY IN QUESTION 26a, OTHERWISE SKIP TO QUESTION 27.

26b At which of the following outlets did you buy the watch/ watches?
(tick block or blocks under "PERSONALLY BOUGHT WATCH" below)

26c At which of the following outlets did you buy the jewellery?
(tick block or blocks under "PERSONALLY BOUGHT JEWELLERY" below)

	26b PERSONALLY BOUGHT WATCH	26c PERSONALLY BOUGHT JEWELLERY
American Swiss Jewellers	(44) 1	(46) 1
Arthur Kaplan Jewellers	2	2
Browns		3
Edgars	4	4
Foschini	5	5
Galaxy Jewellers	6	6
Game	7	7
Honey Jewellery	8	8
Miglio	9	9
NWJ Fine Jewellery	0	0
Sterns Jewellers	(45) 1	(47) 1
Truworths	2	2
An Independent Jeweller (e.g. Forma Viva, Jenna Clifford, Olga, Shimansky, etc)	3	3
Direct Sales (parties/ catalogue)	4	4
Any other Outlet	5	5

- 27 Which of the following **types of music** are you personally **interested in**? (please tick the appropriate block or blocks below)

	INTERESTED IN
African Traditional	(48) 1
Afrikaans	2
Arabic	3
Boeremusiek	4
Choral	5
Classical	6
Country / Western	7
Folk Music	8
Gospel	9
Hard Rock / Heavy Metal / Alternative	0
House Music	(49) 1
Indian Music	2
Instrumental	3
Jazz / Fusion / Blues	4
Kwaito	5
Kwasakwasa	6
Love songs / Ballads	7
Mbhaqanga	8
Mbira	9
Maskhandi	0
Opera	(50) 1
Pop	2
Rap / Hip-Hop	3
Rave / Dance	4
Reggae	5
Rhythm & Blues (R&B) / Soul	6
Rock	7
Rumba / Latin American	8
World Music	9
Other	(51) 1

Omission	(51) 0	NONE	(51) 9
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PERFORMANCES/ EVENTS: NB:: THIS QUESTION IS NOT CUMULATIVE

- 28 Please indicate your **frequency of attendance**, if at all, of the following **performances/ events**? (please tick the appropriate **FREQUENCY** next to each event listed below)

		WEEKLY	MONTHLY	YEARLY	LESS OFTEN	NOT AT ALL
Ballet	(52)	1	2	3	4	5
Classical music performances	(53)	1	2	3	4	5
Opera	(54)	1	2	3	4	5
Pop / Rock concerts	(55)	1	2	3	4	5
Other live concerts	(56)	1	2	3	4	5
Theatre	(57)	1	2	3	4	5
Other dance performances	(58)	1	2	3	4	5

29a How often do you **usually buy food from a Fast Food Outlet** (either to take away or to eat in the restaurant)?
(please tick the appropriate block below)

Everyday / Daily	(59) 1
4 – 6 times per week	2
2 – 3 times per week	3
Once a week	4
Once in 2 - 3 weeks	5
Once a month	6
Once in 2 - 3 months	7
Once in 4 - 6 months	8
Less often than once in 6 months	9
Never	0



IF NEVER, SKIP TO QUESTION 30a, OTHERWISE CONTINUE WITH QUESTION 29b ON THE NEXT PAGE.

29b At which of the following fast food outlets have **you personally bought food** (either to take away or to eat in the restaurant) during the **PAST 4 WEEKS**? (please tick appropriate block or blocks under "PERSONALLY BOUGHT PAST 4 WEEKS" below)

IF "NONE IN PAST 4 WEEKS" IN 29b, PLEASE SKIP TO 29d ON NEXT PAGE

29c And from which **ONE** of the following fast food outlets **did you LAST buy food** during the past 4 weeks? (please tick appropriate block under "LAST BOUGHT PAST 4 WEEKS" below)

	29b PERSONALLY BOUGHT PAST 4 WEEKS	29c LAST BOUGHT PAST 4 WEEKS
Bacini's	(60) 1	(64) 1
Barcelos	2	2
Black Steer	3	3
Bimbo's	4	4
BJ's	5	5
Captain Dorego	6	6
Chicken Licken	7	7
Debonairs	8	8
Fishaways	9	9
Fontana	0	0
Hungry Lion	(61) 1	(65) 1
Kauai	2	2
KFC	3	3
King Pie	4	4
London Pie	5	5
Maxi's	6	6
McDonald's	7	7
Mimmo's	8	8
Mochachos	9	9
Mopark	0	0
Mugg & Bean	(62) 1	(66) 1
Nando's	2	2
Ocean Basket	3	3
Old Fashioned Fish and Chips	4	4
Panarottis	5	5
Pie City	6	6
Pizza Perfect	7	7
Primi Piatti	8	8
Real Fish and Chips	9	9
Roman's Pizza	0	0
Scooters	(63) 1	(67) 1
Spur	2	2
Steers	3	3
St. Elmo's	4	4
Wimpy	5	5
Other Fast Food Outlet (not listed above)	6	6
None in the past 4 weeks	7	

IF "NONE IN PAST 4 WEEKS" IN 29b, PLEASE SKIP TO 29d ON NEXT PAGE

29d How much did you spend at your **LAST** visit to a fast food outlet? *(please tick the appropriate block below)*

Up to R10-00	(68) 1
R11-00 to R20-00	2
R21-00 to R30-00	3
R31-00 to R50-00	4
R51-00 to R100-00	5
More than R100-00	6

29e And how many people did you buy for at your **LAST** visit? *(please tick the appropriate block below)*

1	(69) 1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10 or more	0

CRIME IN SOUTH AFRICA:

30a During the **past 12 months**, have you personally been a victim of **violent crime in South Africa** e.g. physical assault, mugging, gang attack, rape or hijacking?

Yes ☐ (70) 1
No ☐ 2

IF "NO", SKIP TO 30c

30b Did you report this crime to the police?

Yes ☐ (71) 1
No ☐ 2

30c During the **past 12 months**, have you personally been a victim of **non-violent crime in South Africa** e.g. housebreaking, pick-pocketing, car or cellphone theft?

Yes ☐ (72) 1
No ☐ 2

IF "NO", SKIP TO 31

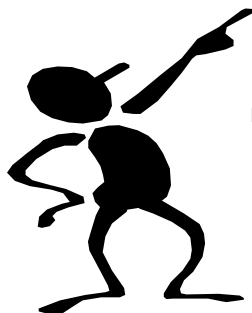
30d Did you report this crime to the police?

Yes ☐ (73) 1
No ☐ 2

31 Please indicate which **ONE** of the following statements applies to you. *(please tick only one block below)*

I have never smoked	(74) 1
I used to smoke but I stopped smoking	2
I stopped smoking, but have started again	3
I smoke, but intend stopping in the near future	4
I smoke and have no intention of stopping	5

(EOC 502)



PLEASE GO TO NEXT PAGE

32 Below are some things that people have said about certain issues in general.
To what extent do you **agree or disagree** with each of the following statements?

Do you “Strongly Disagree”, “Disagree”, “Agree” or “Strongly Agree”?
(please tick (✓) the box where your opinion falls)

EXAMPLE:

	Strongly Disagree	Disagree	Agree	Strongly Agree
1. Eating fat-free foods keeps you healthy	✓ (20) 1	2	3	4
2. Money is the root of all evil	(21) 1	2	✓ 3	4

- You might strongly disagree that “Eating fat-free food keeps you healthy”, so you would place a tick in the “Strongly Disagree” box.
- You might agree (but not strongly) that “Money is the root of all evil”, so you would place a tick in the “Agree” box.

	Strongly Disagree	Disagree	Agree	Strongly Agree
Advertising tells you about the benefits of products and services	(10) 1	2	3	4
The law should be tougher on those who break it	(11) 1	2	3	4
I am loyal to well-known brands and shops that I know and trust	(12) 1	2	3	4
Tradition holds people together	(13) 1	2	3	4
In our community people look out for you because you look out for them	(14) 1	2	3	4
The death penalty should be reinstated in South Africa for serious crimes like murder and rape	(15) 1	2	3	4
It is important to follow cultural traditions	(16) 1	2	3	4
Everyone should be able to read and write	(17) 1	2	3	4
The man's place is at work, the woman's place is in the home	(18) 1	2	3	4
Men and women should have equal opportunities	(19) 1	2	3	4
Job security is more important than job satisfaction	(20) 1	2	3	4
Not enough is being done to take care of the environment	(21) 1	2	3	4
In the past, life was better than it is today	(22) 1	2	3	4
It is important for a woman to have a career outside the home	(23) 1	2	3	4
Jobs should be reserved for those that were previously disadvantaged	(24) 1	2	3	4
One should keep a careful track of how much money is spent each month	(25) 1	2	3	4
One should follow what is happening with regard to sport	(26) 1	2	3	4
People from other countries should be welcomed in South Africa as they bring knowledge and skills that the country needs	(27) 1	2	3	4



List continues in right hand column

	Strongly Disagree	Disagree	Agree	Strongly Agree
People should be careful about what they drink	(28) 1	2	3	4
Wearing designer labels improves a person's image	(29) 1	2	3	4
A person should know what is happening in South Africa	(30) 1	2	3	4
Things are changing too quickly	(31) 1	2	3	4
A person should have lots of friends	(32) 1	2	3	4
South Africa has achieved a lot in the world	(33) 1	2	3	4
Efforts to reduce poverty in South Africa have not been successful	(34) 1	2	3	4
The value of social grants should be increased	(35) 1	2	3	4
It is important to keep in regular touch with friends wherever they are	(36) 1	2	3	4
Differences in religions are driving people apart	(37) 1	2	3	4
Shopping is a pleasure	(38) 1	2	3	4
The things a person owns says a lot about how well they are doing in life	(39) 1	2	3	4
Modern technology has improved standards of living	(40) 1	2	3	4
A couple should live together before they get married	(41) 1	2	3	4
Young people should respect older people, community leaders and teachers	(42) 1	2	3	4
Women should occupy senior positions in government and at work	(43) 1	2	3	4
People should eat more fruit and vegetables	(44) 1	2	3	4
Children should be taught in their home language	(45) 1	2	3	4

NB :: for each Attribute:-

Code 0 = Not answered/omission

Code 8 = Total disagree

Code 5 = Neither agree nor disagree

Code 9 = Total agree

33 How **applicable** is each of these statements to you? Are they "Not at all Applicable", "Not Very Applicable", "Somewhat Applicable", "Very Applicable"? (please tick the box where your opinion falls)

	Not at all applicable	Not very applicable	Somewhat applicable	Very applicable
I am more likely to buy brands that I have seen or heard advertised	(46) 1	2	3	4
Being part of a community is important to me	(47) 1	2	3	4
Music is an essential part of my culture	(48) 1	2	3	4
I can now afford to go out and enjoy myself	(49) 1	2	3	4
I would rather be outdoors than indoors	(50) 1	2	3	4
Entertainment is important to me	(51) 1	2	3	4
I am prepared to take out a loan to get something I want	(52) 1	2	3	4
I am interested in alternative methods of medicine and healing	(53) 1	2	3	4
I like to know what is happening in other African countries	(54) 1	2	3	4
I like being original and different	(55) 1	2	3	4
I prefer to read in my home language	(56) 1	2	3	4
I feel anxious when I am on my own	(57) 1	2	3	4
If a company sponsors a sport I am interested in, I will be more likely to buy its products	(58) 1	2	3	4



List continues in right hand column

	Not at all applicable	Not very applicable	Somewhat applicable	Very applicable
I am proud to be South African	(59) 1	2	3	4
I like to be respected by my friends	(60) 1	2	3	4
I like to attend religious services	(61) 1	2	3	4
Shopping makes me feel that my life is worthwhile	(62) 1	2	3	4
I like to listen and talk to people in my home language	(63) 1	2	3	4
It would mean a great deal to me if I could increase my social standing	(64) 1	2	3	4
I like to dress well	(65) 1	2	3	4
I gain confidence from my material possessions	(66) 1	2	3	4
I like to keep up with technology	(67) 1	2	3	4
I tend to live each day as it comes and not worry about the future	(68) 1	2	3	4
I trust others, because others trust me	(69) 1	2	3	4
Regular family meals are important to me	(70) 1	2	3	4
I like to go to sporting events	(71) 1	2	3	4
I am resentful that people come to South Africa and take away jobs and houses that should be kept for South African citizens	(72) 1	2	3	4

(EOC 503)

NB :: for each Attribute:-

Code 0 = Not answered/omission

Code 5 = Neither/undecided

Code 8 = Total not applicable

Code 9 = Total applicable

34 How **similar** do you feel to the people described below? Do you feel "Not at all similar", "Not too similar", "Quite Similar", "Very Similar"? (please tick the box where your opinion falls)

	Not at all similar	Not too similar	Quite similar	Very similar
People who try new brands they see or hear advertised	(10) 1	2	3	4
People who feel that crime is having a negative effect on how people see South Africa	(11) 1	2	3	4
People of the same language group who stick together	(12) 1	2	3	4
People who believe that everyone is entitled to free basic education	(13) 1	2	3	4
People who believe that women should bear the main responsibility for bringing up children	(14) 1	2	3	4
People who use particular brands and products to be accepted and admired	(15) 1	2	3	4
People who think work should be interesting and not just a way to earn money	(16) 1	2	3	4
People who go to lots of parties	(17) 1	2	3	4
People who make an effort to buy products that don't pollute the environment	(18) 1	2	3	4
People who spend a lot of time with their family	(19) 1	2	3	4
People who take risks to get a high return on their money	(20) 1	2	3	4
People who avoid foods that are not good for them	(21) 1	2	3	4
People who know what is going on internationally	(22) 1	2	3	4
People who think work should just be a way to earn money	(23) 1	2	3	4
Those who are in favour of stopping people from other African countries coming to South Africa	(24) 1	2	3	4



List continues in right hand column

	Not at all similar	Not too similar	Quite similar	Very similar
People who like trying new things	(25) 1	2	3	4
People who often feel quite lonely	(26) 1	2	3	4
People who go out of their way to buy products that are made in South Africa	(27) 1	2	3	4
People who have successful personal relationships	(28) 1	2	3	4
People whose religious beliefs guide their lives	(29) 1	2	3	4
People who enjoy shopping	(30) 1	2	3	4
People who keep up with the latest trends, fashions and styles	(31) 1	2	3	4
People who admire those who have expensive homes, cars and clothes	(32) 1	2	3	4
People who are at ease with computers, cell phones and new technology	(33) 1	2	3	4
People who look forward to the future	(34) 1	2	3	4
People who believe the old ways are best	(35) 1	2	3	4
People who can identify with other people's feelings	(36) 1	2	3	4
People who make an effort to save electricity and water	(37) 1	2	3	4
People who do not litter	(38) 1	2	3	4
People who enjoy participating in sport	(39) 1	2	3	4

NB :: for each Attribute:-

Code 0 = Not answered/omission

Code 5 = Neither/undecided

Code 8 = Total not similar

Code 9 = Total similar



35 How **true** is each of the following statements? Are they "Very untrue", "Untrue", "True", or "Very True"?
(please tick the box where your opinion falls)

	Very untrue	Untrue	True	Very true
Advertising is a useful source of information about where products can be bought	(40) 1	2	3	4
It is worth paying a higher price for a well-known brand	(41) 1	2	3	4
I like to know what is happening in my community	(42) 1	2	3	4
Crime has made me very anxious about personal safety	(43) 1	2	3	4
Cultural customs and traditions define who I am	(44) 1	2	3	4
You can't get a decent job anymore without spending money and effort to improve your qualifications	(45) 1	2	3	4
Not enough attention is given to women's issues in South Africa	(46) 1	2	3	4
Both men and women have to go out to work to provide for their families	(47) 1	2	3	4
These days there is no point in saving for something, it is better to buy on credit	(48) 1	2	3	4
It is beneficial to take regular exercise	(49) 1	2	3	4
I know a lot of people in my community	(50) 1	2	3	4
To be successful you need to be well educated	(51) 1	2	3	4
I would rather live in South Africa than anywhere else	(52) 1	2	3	4
Not enough is being done to provide opportunities for the poor	(53) 1	2	3	4
My life would be better if I owned certain things I don't have	(54) 1	2	3	4
It is difficult to use modern appliances and technology	(55) 1	2	3	4
It is foreigners who are mainly responsible for the high level of crime in South Africa	(56) 1	2	3	4

(EOC 504)

NB :: for each Attribute:-

Code 0 = Not answered/omission
 Code 5 = Neither true or untrue
 Code 8 = Total untrue
 Code 9 = Total true